



PROFESSIONAL DEVELOPMENT CONFERENCE CHINA 2024



20-22 August 2024

Doubletree by Hilton in Pudong, Shanghai

Looking Back, Moving Forward

The Scottish Qualifications Authority welcomes you to the 2024 Professional Development Conference in Shanghai, China.

The theme for this year's conference is - looking back, moving forward. We have established a strong partnership with our centres in China over the past 20 years, including delivering several professional development conferences. We want to reflect on the good practice we have developed, which still applies, and look ahead to what's new to keep progressing.

This is our first in-person conference in five years, so we are enthusiastic to communicate with centres old and new. The aim of the conference is to apply the principles of the Circle of Success; we will review good practice and provide opportunities for discussion with subject experts and peers to plan and prepare for delivery and assessment for the year ahead. We will upload materials from the conference to the SQA website, and we encourage all delegates to share your learning from the event with colleagues in your centre.

We hope you enjoy the conference.

Programme information

Presentations

- Looking back, moving forward: Verification Review and Business Unit Updates
- Looking back, moving forward: Assessment Summary Records and Taking Evaluations Further
- Circle of Success: useful resources
- China Team Update
- Shanghai University of Finance and Economics: sharing good practice
- Thematic Approaches to delivery: reflections from a Scottish centre

Delegate workshops

- Professional Judgement – Project Management: strategy, decision making and risk
- Working with EV recommendations
- Managing workload: integrating assessment and other strategies
- Accounting for Business with GUI
- New Business GU2 project
- Future Improvements with Communication Units and Research Skills
- SQA Coordinators – Internal Verification: making the best of a great opportunity
- SQA Coordinators – External Verification: making the best of a great opportunity
- SQA Coordinators – Focus Group

Conference Day 1 – Tuesday 20 August 2024	
08:45–09:30	Registration
09:30–12:00	Welcome and opening of conference
	Delegate Activity - meet the team ice breaker
	Break - tea and coffee
	Presentation - Verification Review and Business Unit Updates
12:00–13:00	Lunch
13:00–16:00	Workshops <ul style="list-style-type: none">• Professional Judgement - project management: strategy, decision making and risk• Working with EV recommendations• SQA Coordinators - Internal Verification: making the best of a great opportunity
	Circle of Success: useful resources
	Break - tea and coffee
	Workshops <ul style="list-style-type: none">• Professional Judgement - project management: strategy, decision making and risk• Working with EV recommendations
16:00–16:30	Review of Day 1 and Q&A

Conference Day 2 – Wednesday 21 August 2024

08:45–09:30	Registration
09:30–12:00	Welcome and opening of conference
	China Team Update
	Delegate Activity - sharing teaching resources
	Break - tea and coffee
	Presentation - Assessment Summary Records and Taking Evaluations Further
12:00–13:00	Lunch
13:00–16:00	Workshops <ul style="list-style-type: none"> • Managing workload: integrating assessment and other strategies • Accounting for Business with GUI • SQA Coordinators: External Verification
	Shanghai University of Finance and Economics: sharing good practice
	Break - tea and coffee
	Workshops <ul style="list-style-type: none"> • Managing workload: integrating assessment and other strategies • Accounting for Business with GUI
	Review of Day 2 and Q&A
16:00–16:30	Review of Day 2 and Q&A

Conference Day 3 – Thursday 22 August 2024

08:45–09:30	Registration
09:30–12:00	Welcome and opening of conference
	Presentation - Thematic Approaches to delivery: reflections from a Scottish centre
	Delegate activity - Scottish quiz
	Break - tea and coffee
	Workshops <ul style="list-style-type: none"> • New Business GU2 project • Future Improvements with Communication Units and Research Skills
12:00–13:00	Lunch
13:00–15:00	Workshops <ul style="list-style-type: none"> • New Business GU2 project • Future Improvements with Communication Units and Research Skills • SQA Coordinators: Focus Group
	Delegate Activity - Future Support Feedback Session
	Break - tea and coffee
	Review of Day 3 and Q&A
15:00–15:45	Review of Day 3 and Q&A
	Closing speech and conference close

Conference Speakers

Iverene Bromfield, Senior External Verifier English and Communication

Iverene has been involved in teaching and assessing English and Communication qualifications for over 30 years and has been an external verifier for almost 20 years. She has contributed to the development of a wide range of resources including new unit specifications, assessment support packs, Understanding Standards Exemplars, and other guidance documents supporting assessors in the UK, and internationally. She has been involved in external verification activity in China since 2015 and has visited most SQA centres across China. She has delivered online webinars to support the delivery and assessment of Communication and Research Skills units.

Gillian Hepburn, Head of International, Business Development

Gillian is SQA's Head of International and has a proven track record of successful collaboration through multi-partnership working in both public and private sectors. She now leads a team of International Regional Managers who focus on exporting SQA's high quality qualifications & education services across the globe. Before becoming Head of International, Gillian led SQA's strategic activity across England, Wales and Ireland.

This will be her third trip to China, her previous two trips focusing on engagement with CSCSE, Beijing Yinhong and meeting with many of SQA's approved centres throughout the country.

Aisling Kelly, International Regional Manager China

Aisling Kelly has been working with the SQA since 2007. Her journey began in Quality Assurance, where she focused on centre approval. In 2008, she joined the International Team to work on the China AD programme, since then she has gained a wealth of knowledge of SQA's international work. In 2019, Aisling took over the management of the China programme offering support to centres and partners. She works closely with Jimmy Zhang the in-country Manager and with partners CSCSE and Beijing Yinhong. Aisling has previously visited China, travelling to various cities, and aims to visit each centre in China but cannot possibly do this in one trip!

Anca Marcantonio, External Verifier Business

Anca is Romanian and moved to the UK two decades ago. After undergraduate studies in her home country, she achieved a BA(Hons) in Business Administration and MSc International Business and Finance from British educational institutions. She has a professional background in electronics and hospitality but changed her career direction and started to work as a lecturer for various Scottish Colleges. During this time, she has achieved different professional qualifications from Chartered manager status with CMI, to professional project management qualification with APM. Anca has been an external verifier for SQA for the past 6 years, for various areas, including Business, Economics, Enterprise. She has supported SQA by conducting numerous qualification verifications, qualification approvals and prior verification of assessments, and has developed assessment support packs, undertaken rating and vetting activities for different awards. For the past year Anca has also been a senior external verifier for support. Anca is a passionate individual, that also likes reading, running and studying different languages in her free time.

Matthew McCullagh, Senior Operations Manager

Matthew has over 20 years of experience delivering and quality assuring SQA's HN/SQA Advanced Diploma qualifications. For 10 years, he worked in a college as a lecturer, assessor, internal verifier and course team leader. He then joined SQA as a full-time external verifier before taking full responsibility for the quality assurance of all SQA's qualifications. Matthew has visited China several times in his role as Quality Manager and has visited many of the universities that deliver SQA's Advanced Diploma.

Conference Speakers

Robert Quinn, Head of Service Qualifications Development

Robert leads a large team responsible for the development and maintenance of an extensive range of SQA qualifications in English, Languages and Business. Before joining SQA, he spent 10 years as a lecturer and senior lecturer in Business education and several years in the private sector working in Management Consultancy. Robert first visited China in 2006 as an external verifier and since visited China many times to work with centres and our partners CSCSE and Beijing Yinghong, and to deliver the professional development conferences. His main interest outside work is endurance running and cycling and he has won several national titles throughout his running career.

Iain Walker, Senior External Verifier Business

Iain worked in the education sector at the University of the Highlands and Islands for 30 years, after which he joined SQA as a Qualification Implementation Manager. He has been the senior external verifier for Business and Economics for over 15 years and has managed and contributed to a wide range of qualifications-related projects for SQA in the general Business subject area. He has been involved in verification activity in China and has presented at a wide range of centre staff training events, including all the past professional development conferences. His focus in recent years has been acting as a primary verifier at Chinese verification events and he continues to work closely with centres internationally to provide support to their staff in the delivery and assessment of SQA awards.

Jimmy Zhang, In-Country Manager, China

Jimmy has worked on SQA's Diploma programmes since 2008. He gained his first experience of the programme while employed at Beijing Jiaotong University and he built on this with a move to Beijing Yinghong and our partners in China. This experience was a crucial factor in Jimmy's appointment as SQA's China In-Country Manager in April 2016. He works closely with SQA's centres, partners and internal departments to deliver high quality support for the SQA Advanced Diploma programme, and liaises across SQA teams to ensure the programme runs smoothly.

Zhou Qin (Corrine), Shanghai University of Finance and Economics

Qin (Corrine) Zhou joined the SQA HND (AD) program in September 2004 and was one of the first batch of Business subject teachers in China. Over the past 20 years, Qin has been held a variety of roles: a Graded Units instructor since 2005; continuous contributor of teaching programmes for new units and new teachers; produced 24 assessment papers for 12 unit courses prior verified and accepted by SQA; appointed by CSCSE to deliver a presentation on "Successful Delivery Methods (student-centred) Used for HND Programmes" to the SQA Executive Team at Shanghai University of Finance and Economics (SUFU) in 2005, and appointed as an in-country external verifier from 2007 to 2015 by SQA.

In addition, she has been a nationwide class demonstration winner, the event of which was organised by CSCSE-Yinhong in May 2008; awarded 8 times International Education College, SUFE best teacher of the semester and 4 times annual ideal teacher; awarded CSCSE-SQA Advanced Diploma Programme Quality Endorsed Units by CSCSE-Yinhong in 2020, 2021 and 2022, and awarded CSCSE-SQA Advanced Diploma Programme Excellent Teacher by CSCSE-Yinhong in 2021.