

To register for this Conference please complete and return with payment the form below complete with two cheques (**one for course to 'IAGRM' and one for accommodation to 'Reading University'**) to: Richard Cooksley Director of The Institute of Agricultural Management, Portbury House

Sheepway, nr Bristol BS20 7TE.

For further information contact IAgRM by:

Email: cooksleyandco@btconnect.com

Telephone: 01275 843825



**The Institute of Agricultural Management's
4th Conference for Management Lecturers**

**Organised in association with
Farm Management Unit
University of Reading**

15th to 16th of April 2009

Name	
Organisation	
Address	
Telephone	
Email	

Item	Cost	Number	Total
2 days Tea/ Coffee and Lunch	£30.00		
Conference dinner (drinks extra)	£30.00		

		Total £	

Cheque for the above to be made out to 'IAGRM' and sent to Portbury House

Accommodation	Cost	Number	Total
On Campus: Black Horse House	£62.00 (inc VAT)		

		Total £	

Cheque for accommodation to be made payable the 'University of Reading' and also sent to Portbury House with the conference cheque.

**Skills for Managers in Agriculture and the
Countryside:**

**How well are the Agricultural Higher Education
and Further Education Sectors delivering?**

**To be held in the Frank Parkinson Room
University of Reading**

This year's conference will deal with the challenges and the issues related to the development of such skills that the graduates need if they are to 'hit the ground running'. The programme will run over two days, spread over 5 sessions plus 2 farm visits.

Individual sessions will address several themes.

- *What is currently happening at institutions of Agricultural Higher Education and Further Education?*
- *How do learning styles, motivation and attitude to acquire training and education in skills influence in making students employable?*
- *What are the representative views from the industry on the management, and other related skills, that are needed now, and for the future?*
- *What role does undergraduate training, of foreign nationals coming into British farming and Continued Professional Development have in maintaining the competitiveness of the industry?*
- *After leaving a college or a university, how do graduates update skills and stay up to speed with new skills required? How to develop the skills that the graduates should possess if they are to be able to work effectively as soon as they start a job after leaving formal education?*

PROGRAMME

Wednesday, the 15th of April

- 10:00hrs Arrival and coffee
- 10:20hrs **Why this conference?**
Tahir Rehman
- 10:25hrs **What skills and for whom?**
Chair Malcolm Stansfield
Tim Brigstocke - Live Stock Consultant
Malcolm Crabtree - Waitrose Partnership
Carl Atkin - Bidwells
Julian Sayers - Farmers Club

- 13:00hrs Lunch
- 14:00hrs **Developing the 'right' skills**
Chair: Tahir Rehman
William Taylor - University of Newcastle
- 15:15hrs Tea
- 15:30hrs Farm visit – Yattendon Estates
<http://www.yattendon.co.uk/yattendon-estates-news/>
- 17:30hrs Conclude visit
- 19:00hrs Conference dinner, Park House, Whiteknights

Thursday, the 16th of April

- 0930hrs **Music as metaphor – working 'out of the box' in leadership development**
Martyn Warren - University of Plymouth
- 1045 **Acquisition of the required skills**
Chair: Neil Ridley
Jason Beedell - SmithsGore
James Jones - Royal Agricultural College
- 11:15hrs Coffee
- 11:30hrs **Acquisition of the required skills – CPD and life-long learning**
Chair: Malcolm Stansfield/Tahir Rehman
Sharon Byles - Edith Mary Gayton Scholar
Neil Ridley - Otley College
- 13:00hrs Lunch
- 14:00hrs Visit to Cedar – Reading's Dairy Research Facilities
<http://www.apd.rdg.ac.uk/Agriculture/ASRG/dairy.htm>
- 16:30hrs Conclusion of formal activities