

# Welcome to Aston University and Conference Aston

EXCELLENT  
DIFFERENT  
DISTINCTIVE  
ASTON



## Contents

- ▶ About Aston University
- ▶ Welcome from Professor Alec Cameron, Vice Chancellor & Chief Executive
- ▶ University values and staff expectations
- ▶ About Conference Aston

Founded in 1895 and a University since 1966, Aston is a long established research-led University known for its world-class teaching quality and strong links to business and the professions. Professor Alec Cameron became Vice Chancellor of the University in 2016, building on a strong legacy left by the Baroness Brown of Cambridge.

### Outstanding graduate employability

Aston has been a leading university for graduate employment success for over 25 years. More than 80% of Aston graduates go on to a graduate level job within six months. The majority of Aston students choose to take an integrated placement year or year abroad, making them very attractive to employers. We have strong relationships with national and international graduate employers, as well as smaller and local employers. These relationships are extremely important and make a real contribution to graduate employability.

### Career focussed programmes

Aston's close and established links with business, the public sector and the professions ensure that our career focussed degree programmes are inspiring, challenging and constantly updated to equip students with essential work-related skills and experiences.

### Excellence in teaching and research

We are committed to high quality teaching and academic excellence, ensuring we provide the highest standard of education to our students. Aston has an excellent reputation for research which shapes and improves lives. We're proud of the quality of our research and the real world applications developed as a result – it makes a substantial and beneficial difference to people, organisations and society.

Aston's four academic Schools offer a range of undergraduate and postgraduate degree programmes, and also work with the public and private sectors to develop tailored Foundation Degree programmes.

### International

Aston University is a popular choice for international students. We recognise and welcome the important academic contribution and cultural diversity international students bring to our university environment. Students from over 120 countries study at Aston University each year

Aston University is ranked 29th in the world and 9th in the UK as one of the 'most international universities in the world.' (The Times Higher World University Ranking, 2016-17).

### Birmingham – one of Europe's liveliest cities

Birmingham is internationally recognised as a leader in leisure, entertainment, shopping and sport. It is an international centre for business, commerce and industry, housing numerous UK and overseas banks and law firms. Birmingham attracts 25 million visitors each year and contributes billions to the national economy through manufacturing and engineering.

The University campus is located in the city centre making it very accessible to an extensive network of motorways and railways.

### A green, sustainable campus

Located in the heart of a vibrant city, our 40 acre campus houses all the University's academic, social and accommodation facilities for our 14,355 students. All staff have the opportunity to contribute to our sustainability agenda and practices.



## Welcome from Professor Alec Cameron, Vice Chancellor & Chief Executive

### Dear applicant

The HE sector is currently experiencing an unprecedented scale and pace of change, combined with a high degree of ambiguity and uncertainty. Those universities able to adapt swiftly to a changing and increasingly competitive market will thrive. As a mid-sized, focused university Aston has the advantages of agility, innovation and team working that some other institutions do not. Our integrated placement year, our applicable, exploitable research, and our commitment to widening participation all help to make Aston distinct.

The 2014 Research Excellence Framework results recognised the quality and impact of Aston research. This research directly influences medical breakthroughs, advancements in engineering, innovation, policy and practice in government, and the strategies and performance of local and international business. The Times Higher Education REF rankings placed Aston University 35th in the UK and 78% of our submissions were judged to be World Leading or Internationally Excellent.

Teaching quality and the student experience are an important focus at Aston. We are committed to doing all we can to address the needs of students and to assisting them to achieve their career ambitions on graduation.

We very much look forward to receiving your application and learning more about how you would contribute to Aston's continuing success.

A handwritten signature in blue ink that reads "Alec Cameron." The signature is written in a cursive, flowing style.

**Professor Alec Cameron**  
Vice Chancellor & Chief Executive

## ► University values

All staff are expected to demonstrate / promote the University's values and expectations, which are an integral part of our 2020 strategy and underpin the culture of the University. Our vision is to be the UK's leading University for business and professions, where original research, enterprise and inspiring teaching deliver global impact. More information about the university's values is available at [www.aston.ac.uk/staff/working/dare-to-succeed/values/](http://www.aston.ac.uk/staff/working/dare-to-succeed/values/)

In addition, our leaders are expected to be accountable, help to execute strategic visions of the University, share and set clear expectations that inspire those around them. Further information on our leadership expectations can be found at: <http://www.aston.ac.uk/EasySiteWeb/GatewayLink.aspx?allId=158042>



## ► Staff expectations

All staff are expected to;

- ▶ Be committed to delivering high performance
- ▶ Recognise and praise the high performance of others
- ▶ Remain open to new ideas and seek to act quickly for positive change
- ▶ Develop themselves, and support the development of others
- ▶ Be ambitious, for themselves, their teams and the university
- ▶ Engage with others, listen, observe and communicate
- ▶ Focus on excellent customer service, finding solutions and saying “yes”
- ▶ Make reasoned decisions without fear of blame
- ▶ Engender trust through their own actions
- ▶ Be fair in all matters



# Conference Aston

## Introduction

Conference Aston operate as a commercial arm of Aston University, providing hotel, conference, banqueting and hospitality venues and services to both internal University departments and external private and public sector organisations.

Located on the University Campus in Birmingham city centre, Conference Aston’s facilities include a four-star standard 163 bedroom conference hotel, with 19 conference suites and meeting/training rooms to accommodate 4, up to 222 delegates, with a large restaurant catering for up to 450 and a choice of private dining rooms. In addition, a non-residential conference centre, with a further eight conference suites, offers ultra-modern event space for up to 274 delegates. Both of these conference centres operate year-round with an impressive and diverse mix of customers.

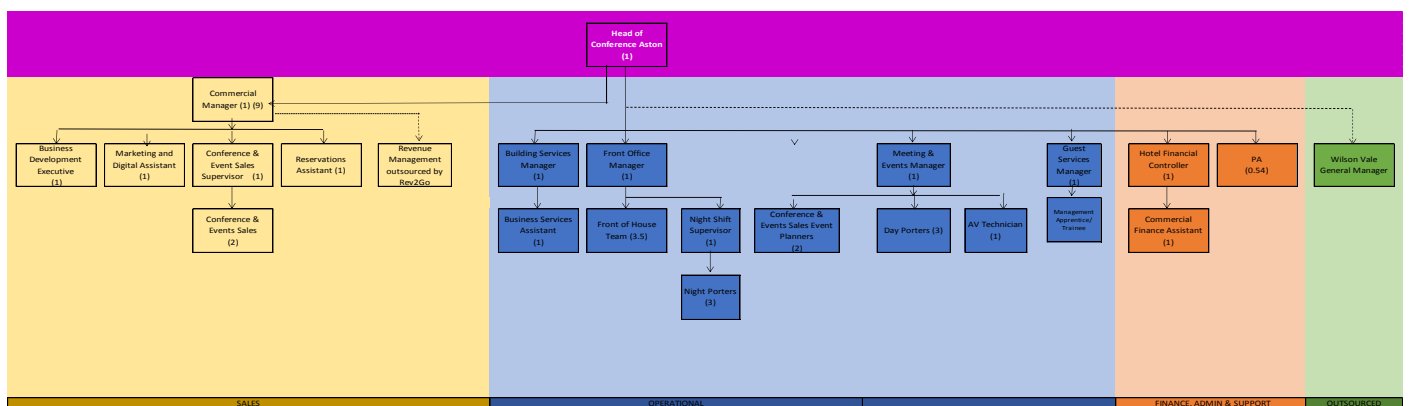
During the summer vacation period for Aston University, Conference Aston also manage larger conferences, events and summer schools that utilise the impressive choice of teaching and student accommodation facilities between July and September, where residential conferences for up to 650 and large association events are the core business.

Conference Aston enjoys a high level of repeat business, exceeding 60% and strives for exceptional, first class customer service, where the team adopt a creative approach to operate with integrity and honesty with the aim of each customer leaving with a wish to return. Customer feedback is at the heart of the business and drives continuous development of the team, services and facilities to create an event environment that exceeds expectations.

## Conference and Events Sales Department

Operating within the UK’s second city means Conference Aston have access to the largest business tourism volumes outside of London and are within an increasingly competitive marketing place, where in excess of 100 hotel and conference centre venues are available. With an annual turnover exceeding £5.5million, the conference and events sales department is responsible for converting new conference and meeting enquiries, generating sales proposals, contracting events, event management and handling the final details for a large number of events.

## Department Structure:



**Aston University**  
**Employable Graduates**  
**Exploitable Research**

Aston University  
Birmingham B4 7ET

[www.aston.ac.uk](http://www.aston.ac.uk)