

*“Engaging,
stimulating, and
provocative...
Keynotes guaranteed
to make your
audience think.”*



A Wake-up Call for your Conference!

Higher education faces unprecedented pressure on all sides. Radical demographic shifts mean the prospect of “peak campus” for many institutions, while others recruit more aggressively on a national or global basis, or struggle to cope with increasingly less prepared, diverse students with a wide range of needs and expectations. Evolving learning styles and labor market demands are transforming traditional programs, curricula, and models for teaching and learning. State and federal governments are tightening and refocusing funding, demanding expanded access, increased student success, and intensified economic impacts - all while also insisting on ever-greater efficiency and accountability. Globalization and digitization are just starting to transform the competitive landscape, and will radically reshape higher education over the decades to come.

Now more than ever, college and university leaders and governing boards need a comprehensive, big-picture view of the many forces reshaping the sector, emerging trends and long-range projections. Few speakers can engage the full spectrum of higher education stakeholders like Ken Steele. Every year he delivers hundreds of keynotes and retreats that synthesize a vast array of up-to-the-moment research data, trends, news and forecasts, dynamic visuals and media clips, real-time audience polls, strategic insight and humour. Ken’s lateral perspective never fails to spark innovative ideas and out-of-the-box thinking.

Emerging Trends
& Strategic Planning

Enrollment Management
& Student Success

Innovations in
Teaching & Learning

New Revenue Streams

Governance & Leadership

Campus Design & Residences

Marketing Communications

Social Media

Brand Chemistry

Evolving Students





“Ken is an energetic speaker who uses vivid images and compelling data to stretch the thinking of his audience.”

Ken Steele

More than 25,000 higher education professionals across North America have come to rely on Ken as a definitive source of breaking news, bright ideas and insight into student trends, technological innovation, strategic planning, branding and recruitment marketing. He has consulted with hundreds of colleges and universities, helping them interpret market research, understand their competitive context, and develop distinctive institutional strategies and brand positions using his proprietary Brand Chemistry™ model. Ken brings his comprehensive perspective to a broad range of audiences hundreds of times a year, from boards and senior administration, to faculty and support staff, concerned parents, government policy analysts and corporate CEOs.

Ken’s unique perspective has been shaped by award-winning careers spanning 3 decades, first as a humanities computing researcher and Shakespeare instructor at the University of Toronto, then an IT consultant, ad agency creative director, and ultimately a higher ed market research analyst and brand consultant. He has written dozens of white papers and articles on higher ed strategy, and co-authored Canada’s first book on enrollment management. Ken produces a weekly visual summary of higher ed developments, *Eduvation at a Glance*, hosts a video podcast, *Ten with Ken*, and curates an online *Ideabank* of bright ideas for campus leaders.



Eduvation at a Glance is Ken’s free visual summary of significant developments affecting PSE each week.
glance.eduvation.guru



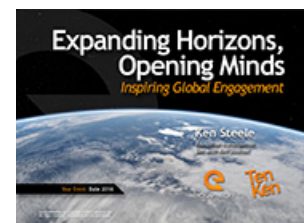
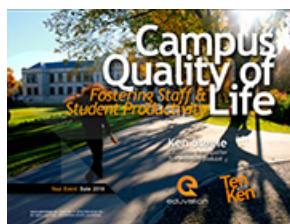
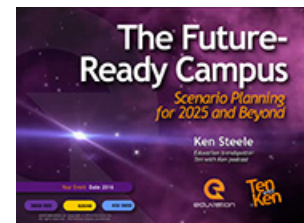
Ten with Ken is Ken’s “almost-weekly” video podcast on iTunes and YouTube.
www.TenWithKen.com

www.eduvation.guru

Wide-Ranging Topics

Ken custom designs every keynote, workshop or retreat in consultation with you, taking into consideration your audience, their current concerns, your objectives for the event, and the broader context or agenda.

The Eduvation website describes the following sample topics, and others, in greater detail. Each can be delivered as a 60-90-minute keynote, or woven into a half-day or full-day workshop.





Technology & Approach

Even though higher ed professionals are intelligent, thoughtful, and accustomed to prolonged periods of attention, Ken has found greater success engaging them with a dynamic blend of passionate presentation, captivating visuals, amusing and informative video clips, small group discussions, and real-time online polling. Audiences never become restless, stay engaged, and always report that they could happily have listened longer.

Slides

Ken is an advanced user of Apple Keynote software, frequently pushing it to its limits with video superimposed on video, animated graphs, video and audio effects, and more. Ken always uses his own laptop, preferably at the podium with him. After the event, he will provide you with a PDF of the slides, incorporating any poll results, to be shared with participants.

A/V

For optimal results, Ken will need a data projector with VGA connection, standard audio connection for his laptop, high-speed internet connection, and wireless lapel microphone.

Room Setup

For greatest flexibility, Ken recommends that participants be seated at round tables whenever possible. If they have clear sightlines to the projection screen(s), the agenda can flow smoothly back and forth between presentation, small-group discussion, pair and share, and real-time polling.



Polling

Ken uses PollEverywhere™ to provide real-time online polling during his presentations and workshops. Participants can register their answers to multiple-choice and open-ended questions immediately, using a laptop, tablet, smartphone or dumbphone.

Client Testimonials



George Khoury
Director Member Services
Canadian Bureau for
International Education

“Participants enjoyed the interactive format and were engaged throughout the session. It certainly was an “uplifting finale” to our conference.”



Dr. Alan Shaver
President & Vice-Chancellor
Thompson Rivers University

“One of the most knowledgeable and trusted analysts of the remarkable changes we are seeing in PSE. Never one to pull punches, Ken delivers difficult news and uncomfortable insights in a convincing yet low key manner.”



Dr. Leo Groarke
President & Vice-Chancellor
Trent University

“Ken’s presentations are engaging, stimulating, and provocative – and delivered in a manner guaranteed to make audiences think about the future direction of PSE and the ways in which their own institutions might make the most of them. I recommend him highly.”



Tracy Edwards
Interim President & CEO
Keyano College

“Ken is an excellent speaker who can engage a variety of audiences from faculty through to Board members. Ken always includes provocative ideas that challenge existing paradigms and cause audiences to walk away with lots to think about.”



Tracey Taylor-O'Reilly
Director, Centre for
Continuing Education
McMaster University

“Ken is an energetic speaker who uses vivid images and compelling data to stretch the thinking of his audience. His presentation prompted engaging discussion about the future of our field and our place in it.”



Eileen De Courcy
Director, Professional
Development
Humber College

“If you are lucky, every now and then you may have an opportunity to witness real mastery. Ken Steele provided this opportunity in a masterful, thought-provoking presentation. He has a unique ability to transform data into a riveting, visually pleasing story that has big and lasting impact.”

Conference Presentations

Since 2010, Ken has delivered keynotes and presentations at more than 70 conferences and almost 100 campuses, and has facilitated more than 50 board meetings and leadership retreats. Here are some examples of his keynotes and presentations at national, international, and regional conferences:

	<i>US / International Conferences</i>	<i>Keynote Presentations</i>	<i>Audience</i>	<i>Location/Date</i>
CASE VIII	Council for the Advancement & Support of Education District VIII	Closing keynote	350	Calgary Feb 2016
CEFPI	Council of Educational Facilities Planners International Pacific-Northwest	Opening plenary and concurrent session. (Now the Association for Learning Environments)	180	Vancouver Jun 2015
Chair	The Chair Academy Annual International Conference	Keynote presentation	350	Orlando FL Mar 2017
NACS	National Association of College Stores	Keynote and workshop at Large Stores Conference	120	Victoria BC Apr 2013
PACRAO	Pacific Association of Collegiate Registrars and Admissions Officers	Keynote presentation	350	Calgary Nov 2010
PIN	Postsecondary International Network	Keynote and plenary workshop on innovation	125	Olds AB Jul 2016
SCUP	Society for College and University Planning	Keynote on reinventing the academy	600	Vancouver Jul 2016
SEMM	Strategic Enrolment Management & Marketing Forum	Keynote presentation	100	Boston Apr 2010
SEMM	International Strategic Enrolment Management & Marketing Forum	Keynote presentation	100	Boston Apr 2010

	<i>US / International Conferences</i>	<i>Concurrent Sessions / Panels</i>	<i>Audience</i>	<i>Location/Date</i>
CASE VIII	Council for the Advancement & Support of Education District VIII	Concurrent session	150	Portland OR Feb 2010
EdCog	McMaster Symposium on Education & Cognition	Panellist in 2 plenaries	200	Hamilton Aug 2015
League	League for Innovation in the Community College	Co-presented concurrent session with client	50	Reno NV Mar 2009
NL	Noel-Levitz National Conference on Student Recruitment, Marketing & Retention	3 concurrent sessions and panels on higher ed trends, future of recruitment	85	San Antonio TX Jul 2009
OCUFA	Ontario Confederation of University Faculty Associations	Concurrent session on social media at International WorldViews conference	200	Toronto Jun 2011
SCUP	Society for College and University Planning	Concurrent session	125	Montréal Jul 2008

	<i>National Conferences</i>	<i>Keynote Presentations</i>	<i>Audience</i>	<i>Location/Date</i>
AMICCUS-C	Association of Managers in Canadian College and University Student Centres	Opening keynote and 2 workshops	130	Moncton NB May 2014
AMICCUS-C	Association of Managers in Canadian College and University Student Centres	Opening keynote	150	Montréal May 2012
ARUCC	Association of Registrars in the Universities and Colleges of Canada	Keynote presentation	300	Halifax Jun 2008
CAAHP	Canadian Association of Allied Health Programs	Opening keynote and small group discussions with Deans	35	St. John's NL May 2012
CACEE	Canadian Association of Career Educators and Employers	Plenary keynote at Ontario conference		Toronto Dec 2009
CAIS	Canadian Association of Independent Schools	Heads & Board Chairs Conference keynote and workshop on branding and marketing	180	Vancouver Oct 2013
CALL	Canadian Association for Language & Literacy	Keynote presentation	85	London ON May 2009
CCW	Campus Card Workshop	Keynote presentation	90	Ottawa Oct 2011

CSC	Campus Stores Canada	Opening plenary and half-day plenary workshop	100	Ottawa Nov 2013
CBUC	Canadian Banner Users Conference	Closing plenary	450	Ottawa Sep 2011
CCPE	Canadian Conference of Photo Educators	Opening plenary	35	London ON May 2014
CCCE	Canadian Council of Chief Executives	Luncheon plenary	100	Toronto Jan 2014
CanHEIT	Canadian Higher Education IT Conference	Keynote presentation	350	Hamilton Jun 2011
CASFAA	Canadian Association of Student Financial Aid Administrators	Opening keynote	400	Montréal Jun 2012
CAUCE	Canadian Association of University Continuing Education	Deans & Directors conference keynote	150	Ottawa Feb 2010
CAUCE /CNIE	Canadian Association of University Continuing Education / Canadian Network for Innovation in Education	Opening keynote and plenary panel at joint conference	250	Waterloo Jun 2016
CBIE	Canadian Bureau for International Education	Plenary presentation with translation	850	Ottawa Nov 2016
CBIE	Canadian Bureau for International Education	Closing plenary with translation	800	Niagara Falls Nov 2015
CBIE	Canadian Bureau for International Education	Plenary introduction with translation	700	Vancouver Nov 2013
CBIE	Canadian Bureau for International Education Western Region	Opening keynote and panel moderator	125	Regina May 2016
CCUFSA	Canadian College & University Food Service Administrators	Keynote presentation and plenary workshop	250	Niagara Falls Jun 2014
CFBSD	Canadian Federation of Business School Deans	Opening plenary on reimagining business schools	70	Calgary Oct 2011
CIEC	Canada-India Education Council Synergy Conference	Plenary presentation on international research	95	Toronto Oct 2011
CIEC	Canada-India Education Council Synergy Conference	Plenary presentation	100	Toronto Sep 2010
CIEC	Canada-India Education Council Synergy Conference	Plenary presentation	100	Toronto Sep 2009
CUBA	Canadian University Boards Association	Keynote on governance issues	100	St. John's NL May 2012
CUBA	Canadian University Boards Association	Keynote presentation	100	Winnipeg May 2009
Kivuto	Kivuto EdTech Summit	Opening keynote and panel discussion	200	Ottawa Dec 2014
LC	Languages Canada	Opening keynote at national conference, and international panel	600	Victoria BC Mar 2016
PSEWEB	PSEWEB Conference	Opening keynote and luncheon keynote	200	St. John's NL Jul 2016
PSEWEB	PSEWEB Conference	Opening keynote and luncheon keynote	200	Montréal Jul 2015
PSEWEB	PSEWEB Conference	Luncheon keynote	200	Halifax Jul 2012
PSEWEB	PSEWEB Conference	Keynote presentation	200	Toronto May 2011
PSEWEB	PSEWEB Conference	Keynote presentation	200	St Catharines ON May 2010

	<i>National Conferences</i>	<i>Concurrent Sessions / Panels</i>	<i>Audience</i>	<i>Location/ Date</i>
ACCC	Association of Canadian Community Colleges	Pre-conference workshop on social media	110	Edmonton Jun 2011
ARUCC	Association of Registrars in the Universities and Colleges of Canada	Concurrent session on the Future-Ready Campus	300	Ottawa Jun 2012
CBIE	Canadian Bureau for International Education	Concurrent session panelist	650	Montréal Nov 2012
CBIE	Canadian Bureau for International Education	Panel moderator and presenter	600	Ottawa Nov 2011
CCAE	Canadian Council for the Advancement of Education	Concurrent session at Pacific region conference	150	Vancouver Jul 2008

CCAЕ	Canadian Council for the Advancement of Education	Presented 3 concurrent sessions	100	Hamilton Jun 2009
PC	Polytechnics Canada	Panelist	150	Cambridge ON May 2010

	<i>Regional Conferences</i>	<i>Presentation</i>	<i>Audience</i>	<i>Location/Date</i>
AACTI	Alberta Association of Colleges & Technical Institutes	Opening keynote, moderated 2 panels for college presidents and senior leadership	90	Calgary Oct 2011
AACTI	Alberta Association of Colleges & Technical Institutes	Keynote presentation	90	Edmonton Oct 2009
AARAO	Atlantic Association of Registrars & Admissions Officers	2 plenary presentations	150	Charlottetown PEI Jun 2009
AARAO	Atlantic Association of Registrars & Admissions Officers	Keynote presentation	140	Halifax Jun 2008
AAU	Atlantic Association of Universities	Plenary workshop on marketing	25	Halifax Nov 2009
AGI	Academica Summit	Programming, Keynote, and moderated 4 panels of presidents and VPs	150	Calgary Apr 2011
AGI	Academica Summit	Programming, Keynote, and moderated 4 panels of presidents and VPs	100	Halifax Nov 2011
AGI	Academica Summit	Programming, Keynote, and moderated 4 panels of presidents and VPs	200	Toronto Apr 2011
AGI	Academica Summit	Programming, Keynote, and moderated 4 panels of presidents and VPs	130	Vancouver Nov 2011
ASSC	Alberta Student Services Conference	Opening keynote	225	Calgary May 2012
ASRC	Association of Saskatchewan Regional Colleges	Facilitated a full-day leadership forum for presidents and senior administration	50	Saskatoon Nov 2013
BCRA	British Columbia Registrars Association	Opening keynote	80	Vancouver Nov 2013
CEDP	Western Region College Educator Development Program	Keynote presentation	145	London ON Jun 2013
CSA	College Student Alliance	Closing plenary	75	Windsor Nov 2012
CO	Colleges Ontario Council of Presidents Retreat	Plenary panelist	35	Niagara-on-the-Lake Sep 2015
CO	Colleges Ontario Retention Conference	Plenary presentation	300	Toronto May 2010
CO	Colleges Ontario Heads of Continuing Education	Plenary presentation	100	Niagara Falls Jun 2011
CO	Colleges Ontario Recruiters Workshop	Keynote presentation and concurrent session	150	Barrie Sep 2010
EdTech	Colleges Ontario Education Technology Conference	Keynote presentation	50	Sarnia May 2011
COU	Council of Ontario Universities Liaison Workshop	Keynote presentation	150	Aug 2009
CCOU	Council of Chairs of Ontario Universities	Evening keynote to Conference of University Board Members	200	Toronto Nov 2013
COUS	Council of Ontario University Secretaries	Keynote presentation	100	Toronto Feb 2009
CRALO	College Recruiters and Liaison Officers	Keynote presentation	150	Oakville ON Nov 2008
OACUHO	Ontario Association of College and University Housing Officers	Concurrent sessions on the future of campus housing	60	Waterloo May 2016
OACUHO	Ontario Association of College and University Housing Officers	Pre-conference workshop session	100	Toronto May 2011
OACUSA	Ontario Association of College and University Security Administrators	Keynote on securing the evolving campus, and panel moderator	100	Windsor May 2016
OCUFA	Ontario Confederation of University Faculty Associations	Moderator of panel of branding, participant in panel on journalism	300	Toronto Jun 2013
OCUFA	Ontario Confederation of University Faculty Associations	Panelist at Future U conference, session on open learning	150	Toronto Feb 2014
OCUFA	Ontario Confederation of University Faculty Associations	Concurrent session	100	Toronto Jan 2009
OAAA	Ontario Association of Academic Advisors	Opening keynote	150	London ON Nov 2014

OUCC	Ontario University Computing Conference	Opening keynote	400	Waterloo May 2016
OURA	Ontario University Registrars' Association	2 concurrent sessions on research and collegial communications	110	Toronto Feb 2016
OURA	Ontario University Registrars' Association	Concurrent session on rethinking higher education	110	Toronto Feb 2015
OURA	Ontario University Registrars' Association	Concurrent session on 10 trends for the next 10 years	85	Toronto Feb 2014
OURA	Ontario University Registrars' Association	Concurrent session on the future-ready campus	100	Niagara Falls Feb 2013
OURA	Ontario University Registrars' Association	Keynote presentation	300	Toronto Mar 2010
OURA	Ontario University Registrars' Association	Keynote presentation	300	Ottawa Feb 2009
SEMM	Strategic Enrolment Management & Marketing Forum	Keynote presentation	100	Halifax Nov 2010
SEMM	Strategic Enrolment Management & Marketing Forum	Keynote presentation	175	Calgary Apr 2009
SEMM	Strategic Enrolment Management & Marketing Forum	Keynote presentation	200	Toronto Apr 2009
SEMM	Strategic Enrolment Management & Marketing Forum	Keynote presentation	150	Calgary Apr 2010
WARUCC	Western Association of Registrars of the Universities and Colleges of Canada	2 concurrent presentations	100	Edmonton Jun 2009
WARUCC	Western Association of Registrars of the Universities and Colleges of Canada	Keynote presentation on the future-ready campus	120	Winnipeg Jun 2013
WARUCC	Western Association of Registrars of the Universities and Colleges of Canada	Keynote presentation	140	Saskatoon Jun 2011
WCUPPA	Western Canadian University Physical Plant Association	Closing keynote on the road ahead	150	Saskatoon Sep 2014
WestVAC	Western Vice President Academics	Keynote presentation	120	Victoria BC Mar 2011

For further information about Ken Steele's
conference keynotes, campus PD lectures,
workshops and retreat services, please visit:

www.eduvation.guru

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