

THE-ICE Webinar Series 5: Supporting Staff and Colleagues through COVID-19

Invited Panellists



Ms Jane Gentle

General Manager, THE-ICE

Joining THE-ICE in 2015, Jane provides operational and strategic management over a diverse range of areas including corporate governance, accreditation, membership, international business development, marketing, and website administration. Jane manages the annual THE-ICE ISB-SB (Student Barometer) survey portfolio, providing analysis of key data on student satisfaction for member institutions against the global index, as well as annual ranking statements. Also within Jane's portfolio is the management and coordination of the annual THE-ICE International Panel of Experts (IPoE) Forum, including accompanying events and workshops.

Jane has been involved in the development and ongoing strategic partnerships with government and non-government QA agencies for the mutual recognition of accreditation standards such as TEQSA in Australia, NVAO in The Netherlands, and PACUCOA and ALCUCOA in the Philippines.

From 2016 – 2018, Jane served on the Communication & Outreach Committee of the International Network of Quality Assurance Agencies in Higher Education (INQAAHE) Board, and in 2018 consulted to the Eritrean Australian Women's & Family Support Network Inc Association (EAWFSN) Board, who provide training and employment opportunities to African refugee women, helping to break down the cross-cultural barriers.

Recently commencing Basics of Mandarin for Business, Jane holds her Master of Business in Marketing, a Graduate Certificate in Business and a Bachelor of Business with Honours, with her research exploring Facebook as an influencer on destination visitation and brand associations, resulting in publications including 'Tracking brand positioning for an emerging destination: 2003 to 2015' Tourism and Hospitality Research (2016) and case study 'The Wyndham Group – Promoting the destination first, and their business second', in Pike, S. Destination Marketing Essentials. Oxford; Taylor-Francis (Invited).

Jane has a strong interest in marketing, business strategies and stakeholder relations and looks forward to continuing to build strong, long-lasting relationships with our members and business alliance partners.

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Professor Marcus Stephenson

Dean & Professor of Tourism and Hospitality Management, School of Hospitality, Sunway University

Marcus L. Stephenson is a Professor of Tourism and Hospitality Management, and Dean of the School of Hospitality at Sunway University (Malaysia). Prior to this appointment in October 2017, he was Professor and Head of the School of Tourism and Hospitality Management at the University of the South Pacific (Fiji). He also worked at Middlesex University Dubai (United Arab Emirates) as the Chair of Research and as an Associate Professor from 2005-2014. He is the co-author of 'Tourism and Citizenship: Rights, Freedoms and Responsibilities in the Global Order' (2014) and co-editor of 'International Tourism Development and the Gulf Cooperation Council States: Challenges and Opportunities'. Both books are Routledge publications. He has also published extensively on the sociology of tourism, especially concerning nationality, race, ethnicity, culture and religion. His current research focus is on tourism development in the South Pacific and the Middle East. Marcus has carried out research for various tourism-related institutions at both regional and international level, and supervised a range of PhD programmes. He is a member of the editorial advisory board for several academic journals, and has been an external examiner and academic adviser for several UK institutions.



Dr Eef Heinhuis

Mindfulness Business Trainer

More than ten years ago Dr Heinhuis came into contact with the work of Dr. Jon Kabat-Zinn and learned how the MBSR method works. This led to the decision to specialize as a trainer MBSR / attention training and she wholeheartedly passes on this knowledge and know-how, so that other people can also take advantage of it and thus increase the quality of their lives themselves.

After completing her studies in social behavioural sciences (drs. Specialization in social medicine) at the University of Groningen (RUG), Dr Heinhuis worked in primary health care and education. She is also an expert in the field of depression. She has been practicing Zen for twelve years now and has more than thirty years of experience as an information officer, coach, teacher, and trainer.

Dr Heinhuis was trained as a behavioural scientist at the University of Groningen and followed her training for Mindfulness MBSR trainer category 1 at Hogeschool Utrecht. She trained for compassion trainer MBCL register A at the Center for Integral Psychiatry of Lentis. For the Interpersonal Mindfulness Program (IMP) she has been trained and qualified by Metta Programs US.

[Bio source \(translated\).](#)

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Professor Jane Ali-Knight

Professor, Edinburgh Napier University

Professor Jane Ali-Knight is a Professor in Festival and Event Management at Edinburgh Napier University, Scotland and a Visiting Professor at Curtin University, Perth. She is currently leading and developing the festival and event subject group as well as lecturing at Universities internationally and facilitating training and development in the field. Her core activities fall into three main areas:

- event and festival related programmes;
- research and publications and conferences; and
- professional events.

Professor Ali-Knight has extensive external examiner, validation- and review-panel experience at undergraduate, honours and postgraduate levels for several leading tourism & hospitality institutions in the United Kingdom. She has also won numerous commercial contracts for the delivery of professional development progress in the UK, across the Gulf regions and Singapore.

She is currently a board member of BAFA (British Arts and Festivals Association) and is a Fellow of the HEA and Royal Society of the Arts. A recognised academic, she has presented at major international and national conferences and has published widely in the areas of wine tourism, tourism, festival and event marketing and management. She has also edited seminal text books in the area of Festival and Event Management: *International Perspectives of Festivals and Events: Paradigms of Analysis (2008)*; *Case Studies in Festival and Event Marketing and Cultural Tourism (2006)* and *Festival and Event Management: An International Arts and Culture Perspective (2003)*.

Professor Ali-Knight's current research interests include career destination of festival and event graduates; the use of social media in festivals and events and the growth and development of festivals and events in emerging tourism destinations. She has extensive experience in designing and delivering undergraduate, postgraduate and professional courses in tourism and festival and event management both in the UK and overseas.