

Organizational Learning and Knowledge Conference

Proposal for 2018

26th and 27th April 2018

Doctoral Day – 25th April 2018

Conference theme: Learning to make a difference

***University of Liverpool Management School
and Liverpool Convention Bureau***



Introduction to Liverpool

Founded in 1881, the University of Liverpool has an impressive history of pioneering education and research, with a particular emphasis on 'education for the professions'. The architecturally impressive Victoria Building, the original 'red brick university', opened in 1892. The University of Liverpool is a principal centre of excellence in many disciplines, including engineering, medicine, dentistry, business and law and strives to prepare students for the challenges of the 21st century. As one of the UK's top 20 research-led universities, the University of Liverpool is furthering knowledge with strategic partners worldwide and intends to double the £123m pa research budget by 2015.



The Management School

ULMS is a vibrant 21st century management school where research is central to the mission of 'Learning to Make a Difference'. ULMS staff members are encouraged to generate and disseminate original research and knowledge applicable to significant challenges related to economic, societal, organizational and management development. In the 2014 Research Assessment Exercise over 50 percent of ULMS output was classified as internationally excellent or world-class. This was the first assessment exercise for the School since its founding and we believe that this is a platform from which we will grow. The ambition is for ULMS to be truly a leader in research in management and related disciplines.

The School is organised into three subject groups (see below). However, ULMS is a multi-disciplinary, collaborative research environment with a leading-edge capability in a number of knowledge platforms. A knowledge platform is a cluster of individuals with some degree of shared interest in generating and disseminating knowledge, through research and other related activities, about a particular topic or theme. The following knowledge platforms have been established in the school:

- Entrepreneurship and Small Business Management
- Consumption and Experiential Marketing
- International Business and Development
- Business History and Philosophy
- Econometrics and Finance
- Professions and Professional Education
- Operations and Supply Chain Excellence
- Risk, Uncertainty and Crisis
- Ethnography
- Governance and Accountability

These knowledge platforms form the basis on which ULMS is building its reputation for excellence within the academic community as well as amongst policy bodies and other 'end-users'. For each theme ULMS displays recognised intellectual leadership, strong research teams, partnerships and collaborations, live research projects and an impactful stream of research outputs. In terms of promoting a progressive and active environment ULMS is developing its research into a range of transformational processes that cross societal and organisational levels, for example:

- Digital communities and enterprise development
- Service management and technological innovation
- Drivers of sustainable economic growth in emerging territories
- New forms of capitalism – corporate governance, private equity, new models of ownership
- Transformations in government and public policy
- Global health economics and enterprise vitality

ULMS is also involved in a number of cross-faculty research initiatives including Food Security, Energy and Sustainability and High Value Manufacturing.

ULMS is a managed and enabling research culture and environment. It has a very active research committee chaired by the Director of Research, Professor Mike Zundel and containing heads of the three subject groups as well as the Director of Ethics, Professor Drummond and Director of the Doctoral Programme (Dr Dilani Jayawarna). ULMS research strategy is based on recruiting and developing leading scholars. Research staff have access to research support in the form of research leave, workload management, research mentoring, financial support for conferences and seed-corn funding and wider professional networks.

ULMS was founded in 2002. It graduates 300 undergraduates and 450 postgraduate students per year. In addition, 3500 students from 162 countries are registered on an online MBA programme. The School, which has over 105 full-time staff, is organized into three key subject groups driving knowledge generation:

- Operations and Marketing
- Economics, Accounting and Finance
- Organization and Management

All research and teaching activities within the Management School are underpinned by the core mission: 'Learning to make a difference'. There is a strong commitment to scholarly activity amongst Management School staff as demonstrated by editorial roles for a number of leading business and management journals:

Enterprise and Society, Professor Andrew Popp, Editor
International Journal of Management Reviews, Professor Oswald Jones, Co-editor
International Small Business Journal, Dr Dilani Jayawarna, Consulting editor
Organization Studies, Professor Mike Zundel, Co-editor
Management Learning, Professor Elena Antonacopoulou and Dr Allan Macpherson, Editorial Board

Recently ULMS joined with Manchester Business School and Lancaster University Management School to form the Northwest Doctoral Training Centre. We would be very happy to involve MBS and LUMS in organizing the doctoral event before the main conference.

Conference Theme

OKLC 2018: "Learning to make a difference"

Although the Port of Liverpool was established by King John in 1207 it remained relatively small until the early eighteenth century when the first dock was built in 1715. The port then grew rapidly based on trade with the West Indies. By the end of the eighteenth century the Port of Liverpool was responsible for more the 80% of the UK's slave trade. At the beginning of the nineteenth century almost half of the world's trade was moving through Liverpool. It continued to grow and Liverpool was described as the 'second city of the Empire' by Benjamin Disraeli because at times its wealth exceeded that of London. In 1886 Liverpool was called the 'New York of Europe' as the City's wealth was invested in the striking architectural landmarks which have become famous worldwide.

The Port of Liverpool went into serious decline during the 1970s and 1980s as containerisation meant that its infrastructure was inadequate for the large ocean-going cargo ships. However, from the mid-1990s the Port of Liverpool has undergone massive renewal and regeneration and is now one of the busiest container ports in Europe. In 2004, the Dock Front was recognized as a World Heritage Site. The Albert Dock contains the largest collection of listed buildings in the UK and houses the Tate Liverpool, the Maritime Museum and the recently opened International Slavery Museum. In 2008 Liverpool became the European Capital of Culture.

As a major port Liverpool has always had an openness to new ideas and new knowledge which reflects the flows of people in and out of the City. The rise of Merseybeat can be traced to the influence of sailors bringing music from across the Atlantic. And of course, The Beatles remain extraordinarily important to the image of Liverpool across the World. Our intention is that the theme of OKLC in Liverpool should reflect that long-standing willingness to embrace new knowledge. At the same time, we will endeavour to ensure that the conference reflects the vibrancy and good humour for which the City of Liverpool is justly famous.

Liverpool's 'Vital Statistics'

- The Liverpool proposal has the full support of the University of Liverpool, which would welcome OKLC 2018
- Liverpool City Region is a centre for research and learning, with **four Universities**
- Liverpool's conference resumé includes **British Academy of Management 2013, European Academy of Management 2009, the Institute of Small Business and Entrepreneurship 2009, Federation of Small Business Conference 2011, the Academy of Marketing and International Quality Management and Organisational Development 2006**
- **Condé Nast Traveller** magazine readers recently ranked Liverpool as the friendliest UK city
- **5000+ bedrooms** in the city centre alone – and most major hotels are within walking distance of the main venues, attractions, etc (helping keep delegates 'close'). Liverpool Convention Bureau will block book delegate bedrooms if required
- Liverpool city centre is **compact** and easy to walk around. Most hotels, venues, public transport hubs and attractions are within a 20-30 minute walk
- **Two international airports** within a 45 minute journey (Liverpool John Lennon and Manchester International), which together host both international carriers and low-cost airlines. KLM connects 650 worldwide destinations to Liverpool via Amsterdam Schiphol
- **Train and Ferry** routes, and a dense **motorway** network also connect Liverpool
- **Liverpool European Capital of Culture Status**
- **UNESCO World Heritage Status** Liverpool Mercantile Maritime City
- Dedicated team at **University of Liverpool Management School** and **Liverpool Convention Bureau**
- Regular and ad-hoc **festivals and events** take place throughout the year, such as the John Smith's Grand National, the Hub Festival, the Lord Mayor's Pageant, Africa Oye Festival, permanent exhibitions at the museums and galleries, Southport Food and Drink Festival, and the International Tennis Tournament
- More **museums and galleries** than any other UK city outside London
- Legendary **nightlife** – delegates can visit the famous Cavern Club in the popular Mathew Street Quarter. Liverpool was recently voted Best UK City for nightlife by TripAdvisor
- World renown **musical heritage**. Delegates can see live music most nights – from 'open mike' type evenings to the Royal Liverpool Philharmonic Orchestra
- Rich **maritime history** – Liverpool's stunning waterfront is best viewed from the River. The Mersey Ferry would be a unique experience for a Maritime-themed social programme
- Stunning **architecture** – Liverpool has more Georgian architecture than Bath. St George's Hall, an ideal venue for the Congress Dinner, is one of the finest neo-classical buildings in Europe. Alternatively, one of Liverpool's two impressive cathedrals would also be a memorable setting.
- **Sporting heritage** – England's Golfing Capital, with seven Championship Links Courses. Home to Everton FC and Liverpool FC, five times European Champions
- Eight beautiful **parks** to explore and miles of **coastline**
- **Liverpool One** is Europe's largest retail development, a must for shopaholics



Access

Liverpool has excellent national and international transport connections, making it easily accessible by road, rail, sea and air. Travelling around the city is also easy with a convenient and easy to use local transport system. Liverpool city centre is compact with good signage – you can walk across it in 30 minutes. Locals are also more than happy to give directions – the “UK’s Friendliest City” (*Conde Nast Traveler Magazine*).

Most of the hotels, shops, attractions, bars and restaurants are within walking distance of each other, making it easy for delegates to get around and explore the city. Taxis (Black Cabs) in Liverpool are plentiful and all are metered. There are also circular city centre shuttle buses every 10 minutes.

By Rail Virgin Trains operate 18 trains per day between London Euston and Liverpool Lime Street, taking just over two hours to arrive in the heart of the city from the capital. There are regular services between Liverpool and most other major UK cities.

By Sea Seacat – Isle of Man and Dublin City Centre to Liverpool City Centre www.seacat.co.uk. Norse Merchant Ferries – Belfast to Liverpool (sailing to 12 Quays Terminal, Birkenhead) www.norsemerchant.com

By Air Two international airports serve Liverpool. **Liverpool John Lennon Airport** is 20 minutes from the city centre and offers hundreds of direct flights from 60+ European cities, as well as several domestic airports. Liverpool is a ‘no-frills’ airline hub.



KLM offers an Amsterdam-Liverpool shuttle three times a day which connects Liverpool with 650 world-wide destinations. KLM is part of the Skyteam Alliance.

Half-hourly bus shuttles connect the airport to the city centre, stopping at the major hotels and the main bus interchange. Metered taxis from the airport are plentiful (typically £12-£15 to city centre).

Manchester International Airport is a 45 minute car journey to Liverpool City Centre and is also served by an hourly direct train service (journey time one hour). Manchester is a long-haul hub airport.

By Road Liverpool is well connected by a dense motorway network (M62, M56, M57, M58). As with most city centres, chargeable parking is available but we would recommend that delegates arrive by public transport.

International delegates

Delegates from *outside* the European Union usually need to apply for a visa to enter in the UK although we recommend that every non-UK delegate checks their entry visa requirements for the UK. The UK Border Agency has an informative website, giving details about which nationals require a visa and the application process, including an online version. We would recommend that all international delegates apply for their visas early to ensure they have the correct paperwork at time of travel. We have no authority over visa decisions. Detailed information is available at www.ukvisas.gov.uk

Conference Venue – Hilton Hotel Liverpool

Hilton, Liverpool City Centre

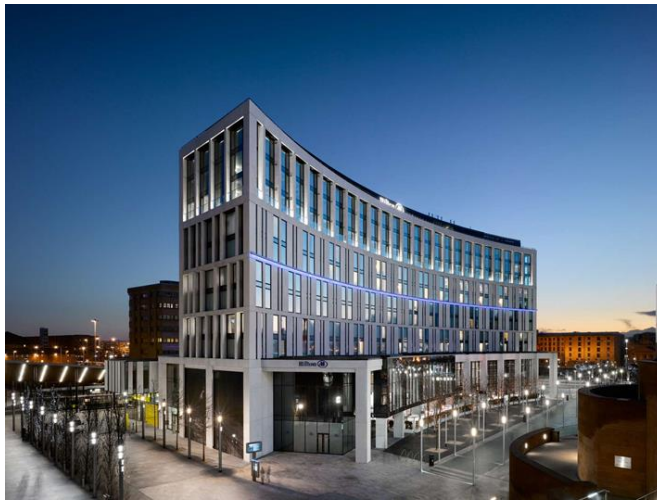
4 star hotel for up to 300 guests (theatre) in the Grace suite

Views over Liverpool Waterfront

Foyer area available inclusive for drinks receptions

215 bedrooms, including executive, junior and presidential suites

There are a large number of cheaper hotels close to the Hilton (see below)



Conference Dinner: Hilton Hotel



Conference dinner will be £60 per head at Hilton Hotel

Venue – Doctoral Symposium

University of Liverpool Management School



The Management School has recently been extended and we will be able to offer first-class facilities for the doctoral symposium.

Budget

DELEGATE

Full Conference Delegate and Day Delegate

Full Conference Fee @ £245.00 (Early Bird) available to 28th February 2018

Full Conference Fee @ £295.00 (Standard)

Day Conference Fee @ £140.00 (Early Bird) available to 28th February 2018

Day Conference Fee @ £165.00 (Standard)

Includes: 2 Day attendance at conference sessions, refreshments and lunch on both days.

STUDENT

Full Conference Student Delegate and Day Student Delegate

Full Conference Fee @ £155.00 (Early Bird) available to 28th February 2018

Full Conference Fee @ £185.00 (Standard)

Day Conference Fee @ £80.00 (Early Bird) available to 28h February 2018

Day Conference Fee @ £95.00 (Standard)

We would aim to attract between 20 and 25 doctoral students

We could also combine the conference dinner + conference fee – adding £60 to the prices above. But it would have the advantage of encouraging all participants to attend the dinner.

Organizing Committee

Prof Ossie Jones
Dr Allan Macpherson
Dr Lisa Anderson
Prof Elena Antonacopoulou
Dr Caroline Ramsey
Prof Mike Zundel

ULMS has hosted a number of major conferences including BAM 2013, EURAM 2009 and ISBE 2009. All these conferences have been highly successful – for example - BAM 2013 attracted the highest number of delegates (850) in the 25 year history of the British Academy of Management.

Liverpool Convention Bureau

The Bureau is eager to support this event and welcome delegates to Liverpool. As a commitment to OKLC, Liverpool Convention Bureau (LCB) will, if required,:-

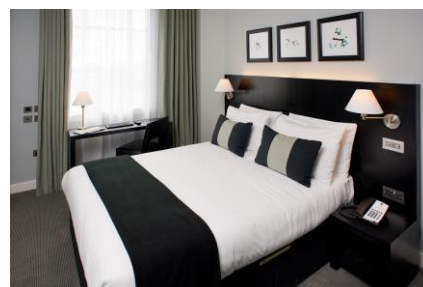
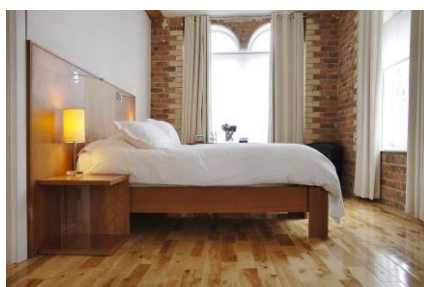
- Carry out an impartial venue search and consolidate venue costs and availability
- Plan and arrange a site visit, to include transport within the city, lunch and a staff member to accompany visitors
- Provide ideas and advice for, and co-ordinate the social programme
- Provide ideas and advice for, and co-ordinate any partner programme
- Book delegate transportation during conference
- Provide city dressing/delegate welcome (minimum delegate numbers apply)
- Provide information about the conference in advance to front-line staff in venues/hotels/taxis
- Arrange introductions to local conference partners (AV companies, entertainers, tour guides etc)
- Provide an online, interactive delegate map showing conference venues and hotels (see below)
- Negotiate exclusive allocations and rates at a range of hotels on a 'sale or return' basis
- Set up and manage a secure, online delegate accommodation booking site
- Provide a contact telephone number for delegates for accommodation booking Mon-Fri office hours up until/during the conference.



Hotel Booking Service

- LCB has already provisionally block booked bedrooms for the conference
- Delegates are able to book and manage their own accommodation via a secure and robust website
- Delegates need not pay a deposit, and can normally cancel a reservation up to the day before arrival without a penalty
- No hotel contracts are required, so *no financial risk* of hotel room attrition fees
- Organiser report available to list where delegates are staying
- 5000+ bedrooms within Liverpool city centre alone at a range of accommodation types (budget to boutique)
- LCB offers the accommodation booking service free of charge
- Bed & Breakfast rates includes taxes. For typical rates see grid below

Rating	No. of Bedrooms	Range From	Range To
5 star/boutique	291	£115	£140
4 star	2268	£80	£140
3 star	1543	£60	£95
2 star/budget	1034	£36	£75
Total	5136		



From left: Hard Days Night Hotel, Hope Street Hotel, Base2Stay™

Venue – Welcome Reception

Liverpool has a number of unique venues to make the evening social events truly memorable. A welcome address by The Lord Mayor of Liverpool can also be arranged.

Museum of Liverpool



Liverpool's newest museum opened in July 2011 on the famous Liverpool Waterfront between the "Three Graces" and the Albert Dock. Dedicated to the history and heritage of the City and its people, the museum showcases popular culture as well as social, historical and contemporary issues. The Museum's design affords stunning views across the river, is a truly landmark addition to the City, and will make any event memorable.

The stunning atrium can accommodate up to 400 for a drinks reception and guests are free to wander round and explore the galleries and installations, which provide a great opportunity for guests to start up a conversation and network.

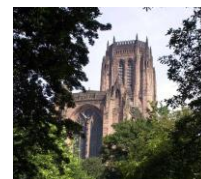
Social Programme

Two hour options

Historic Pubs Tour: Sample some of Liverpool's Cain's Brewery beers at traditional pubs in the city centre, many of which have live music. Learn about the history of the pubs associated with Liverpool's maritime past, medical heritage and visit some of the city's 'gin palaces'.

Mr Hardman's Photographic Studio: Former studio and home of photographer E. Chambré Hardman, it offers an extensive collection of photographs, darkroom and private living quarters complete with ephemera of post-war daily life. Group size is restricted to avoid overcrowding and to preserve the fragile contents. Admission is by guided tour with a maximum of six people per tour. Tours depart every 15 minutes and a group rate is offered.

Liverpool Anglican Cathedral: Open daily, this cathedral is the country's largest and offers awesome views and architecture. As the region's Large Visitor Attraction of the Year 2009, it offers a full programme of events. Free entry although there is an admission charge for access to the Tower and for the "Great Space" film and audio tour. Concessions are available.



Yellow Duckmarine: This is a popular way of exploring Liverpool's maritime heritage on board an authentic World War II amphibious vehicle. The hour long trip starts begins on the road, taking in the historic areas of the city centre and ends with the famous "Splashdown" in the Salthouse Dock. Individual tickets or exclusive charter (seating 30) of the Duck are possible and pre-booking is essential.



Casbah Coffee Club: For any Beatles fan, a visit to the Casbah is a must. See where and how it all started on a personalised tour of the Club, launch pad of The Beatles, the greatest pop phenomenon of the twentieth century. The Club has been opened up as it was in the beginning, and provides an insight into the Beatles' story.

Tailor-made tours with a certified tour guide: A variety of themed tours are available, allowing visitors to enjoy a bespoke tour to focus on a particular aspect of Liverpool's diverse culture such as city architecture, The Beatles, football, faith buildings, Liverpool slavery history, "Ale Trail" through Victorian Liverpool, murder mysteries etc.

Half Day options

Liverpool City Centre tour: City Sightseeing is the number one open top tour in Liverpool in a clean, bright, fun, recognisable bus. The hop-on/hop-off tour departs every 30 minutes and takes in 12 stops, starting at the famous Liver Buildings. Visitors can experience sights like Mathew Street, the home of the Cavern Club where The Beatles played and the spectacular architecture of William Brown Street in the cultural quarter.



Our Two Cathedrals: In addition to our Anglican Cathedral, Liverpool's Roman Catholic Metropolitan Cathedral is within walking distance on the other end of Hope Street. Opened in 1967, its modern design, works of art and multi-coloured windows will enchant any visitor. Dating from the 1930s, the majestic barrel vaults of fine brickwork and granite pillars in the original Lutyens Crypt offer a sharp contrast in architectural styles. Free entry to the Cathedral but there is a charge to enter the Crypt.

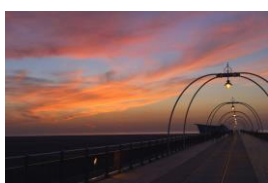
Speke Hall: One of the most famous Tudor houses in, Speke Hall's gardens and estate are a hidden oasis on the edge of Liverpool. Originally built in 1530, its Great Hall and priest's hole date from Tudor times while the Oak Parlour and smaller rooms, some with William Morris wallpapers, show the Victorian desire for privacy and comfort. The restored gardens, rose garden, summer border and stream garden, and woodland walks offer magnificent views of the Mersey basin and North Wales hills. Group rates are also available.



The Anfield Experience: Enjoy a VIP day at the club. The stadium tour takes visitors behind the scenes to visit the dressing rooms, down the tunnel to the sound of the crowd, to touch the famous "This Is Anfield" sign, sit in the team dug-out and onto the world famous terrace, The Kop. A luxurious three-course lunch in one of the executive boxes overlooking the pitch with an LFC Legend is included. Before leaving with a limited edition gift, visitors can join the rest of the guests for a fun question and answer session with a Liverpool Legend.

Full Day

Mersey Ferries Liverpool-Manchester Ship Canal Cruise: This fascinating and memorable cruise with a lively commentary gives a revealing insight into the facts, history and dramas of this major waterway and how its construction shaped Manchester and the North West of England. The 6 hour cruise departs from Pier Head, Liverpool and includes a stopover in Salford Quays for you to visit The Lowry, Imperial War Museum and Lowry Outlet Mall before the bus collects passengers to bring them back to Liverpool.



Day trip to Southport: Southport is the perfect daytrip destination, with beautiful beaches, superb attractions, great shopping, a mouth-watering array of restaurants and lots more. Add to this some of the most scenic parks and gardens and visitors will appreciate why Southport is indeed England's Classic Resort.

Day trip to Knowsley: Knowsley Hall is unrivalled as the ultimate events venue for the North West. The estate boasts a safari park, luxury spa with various treatment rooms, golf course, Aerial Extreme rope course, 4x4 experience, and of course the Hall itself with a ballroom, state dining room, many drawing rooms, lounges and exquisite bedrooms as well as gardens, terraces and picturesque lakes. Bespoke itineraries can be created to suit



Liverpool is the ideal city from which to explore the North West of England, and, indeed, the rest of Britain.



Chester has the most complete walled city in Britain and at over 2,000 years old, is the historic gem of Northwest England. Elegant and exciting, this ancient city offers some seriously sophisticated retail therapy in the unique two-tiered shopping galleries. Treat yourself to a first class gourmet experience in one of the Michelin starred restaurants. Lose yourself in history and venture out into glorious gardens set against the captivating backdrop of Cheshire's gently rolling countryside.

The Lake District's greatest asset is its natural environment and at 885 square miles, it is England's largest National Park. An area of stunning natural beauty, it is just on the doorstep and makes for great days out from Liverpool. Enjoy the Lakeland views that have inspired many poets, writers and painters. From the vibrant, cosmopolitan city of **Carlisle** and the historical appeal of **Kendal** to the cobbled streets of **Ulverston** and the market town charm of **Penrith**. Each has a story to tell.

Evening suggestions

We can help you to arrange a whole host of activities for your group, such as a themed meal at one of our fantastic restaurants, a customised night tour, or your transportation needs to any of the public events in the city. Liverpool's vibrant nightlife is sure to dazzle and entertain!

Minimising Risk

The University of Liverpool Management School (ULMS) has already hosted BAM 2013, EURAM 2009 and ISBE 2009 and, as such, is well experienced in managing any risk element.

The ULMS events team, the University of Liverpool Conference Team and the Liverpool Convention Bureau (LCB) will work closely together with BAM, the venues and conference partners, should the Liverpool proposal be successful.

The hotel booking service offered by LCB removes any financial risk from the conference organiser as rooms are held on a 'sale or return' basis, with a six week review date to give hotels the opportunity to sell any unsold rooms (LCB ensures some rooms are left on the allocation for late booking delegates).

Contact Details

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Thank you for the opportunity to host OKLC
We hope to welcome you in 2018



