

2019



## Cambridge Conference Series: April 2019 Conference Programme

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9th Academic International Conference on Social Sciences  
and Humanities– AICSSH 2019

2nd International Conference on Business, Information  
Technology and Management– ICBITM 2019

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Conference Venue: University of Cambridge, Newnham  
College, Cambridge, United Kingdom

Conference Dates: 08th-10th April 2019



FLE Learning



## Contents

<b>FLE LEARNING</b> .....	<b>2</b>
<b>CONFERENCE PROGRAMME DAY ONE*</b> .....	<b>3</b>
<b>CONFERENCE PROGRAMME DAY TWO*</b> .....	<b>6</b>
<b>CONFERENCE PROGRAMME DAY THREE*</b> .....	<b>9</b>
<b>IMPORTANT INFORMATION</b> .....	<b>10</b>

## FLE Learning

**FLE Learning** seeks to develop the knowledge and skills of both public and private sector actors on key new developments and issues in the area of law, trade, business, finance and economics by organising a variety of events, such as conferences, courses, training, and workshops.

In the past year, FLE has successfully organised twenty eight international academic conferences in which delegates from over 65 different countries participated, including Afghanistan, Algeria, Australia, Azerbaijan, Bangladesh, Belgium, Brazil, Bulgaria, Canada, Chile, China, Cyprus, Czech Republic, DR Congo, Egypt, Estonia, France, Georgia, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Jordan, Korea, Kuwait, Lithuania, Malaysia, Mauritius, Mexico, Morocco, Netherlands, New Zealand, Nigeria, North Cyprus, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Singapore, Slovakia, South Africa, South Korea, Spain, Sri Lanka, Sweden, Taiwan, Thailand, Turkey, United Arab Emirates, United Kingdom, USA and Uzbekistan. FLE has also organised and provided various intensive onsite training programmes to public sector organisations and firms in the past years to develop and improve their controls and systems so as to ensure effective compliance with financial crime laws and regulations. Registered experts from the company also provided technical assistance to different firms to develop their risk portfolio by assessing various risks facing the firm and to update and improve the firm’s internal controls and systems to efficiently detect and prevent potential financial crimes.

FLE (previously known as 'FLE Legal Education') was established in 2005 as the foremost provider of the Qualified Lawyers Transfer Test (QLTT) in the Indian Sub-Continent and was set up with the support of the Law Society of England and Wales and the British High Commissioner, New Delhi. QLTT was conducted in India by FLE in conjunction with Central Law Training (CLT), UK, and successful completion allows practising Indian lawyers to be admitted to the Roll of Solicitors of the Supreme Court of England and Wales. The programme was launched in India to allow Indian lawyers to take this test while in their home country.

FLE Learning is not a part of, or otherwise affiliated, to the University of Oxford, nor the 9th Academic International Conference on Social Sciences and Humanities– AICSSH 2019 and/or 2nd International Conference on Business, Information Technology and Management– ICBITM 2019 are University of Cambridge and/or the Newnham’s College programs or activities.

# Cambridge Conference Series| 8<sup>th</sup>-10<sup>th</sup> April 2019

9th Academic International Conference on Social Sciences and Humanities– AICSSH 2019  
2nd International Conference on Business, Information Technology and Management– ICBITM 2019

## Conference Programme Day ONE\*

Monday, 8<sup>th</sup> April 2019

**08:45 AM: 09:10 AM** : **Registration and Tea/Coffee**  
**09:10 AM: 09:20 AM** : **Welcome Remarks - Lucia Windsor Room**  
Welcome Remarks by **Ms. Samantha Sintes-Barber**, Co-ordinator, FLE Learning (**United Kingdom**).

### **Day ONE Session ONE – Keynote Session**

Presentation on **Monday, 8th April 2019**  
Session chaired by **Ms. Samantha Sintes-Barber**  
**Presentation Group:** Keynote Session  
**Conference Room/Hall - Lucia Windsor Room**

#### **9:20:00 AM - 9:40:00 AM**

**Dr. Stanislava Mildeova**, Associate Professor and Deputy Head of Department, University of Finance and Administration (**Czech Rep.**), *Business Intelligence reporting by System Dynamics* (Delegate Number: Mildeova 7139 - CP07 - **Oral Presentation**) **Seat No: 1**

#### **9:40:00 AM - 10:00:00 AM**

**Prof. Chanita Goodblatt**, Professor, Ben-Gurion University (**Israel**), *Discordia Concors and Bidirectionality: Embodied Cognition in John Donne's Songs and Sonnets* (Delegate Number: Goodblatt 6987 - DC04 - **Oral Presentation**) **Seat No: 2**. **Co-Author:** **Prof. Joseph Glicksohn**, Ph.D. Professor, Bar-Ilan University (**Israel**), **Seat No: 3**

#### **10:00:00 AM - 10:20:00 AM**

**Dr. Hamest Tamrazyan**, Senior Lecturer, National Pedagogical Dragomanov University (**Ukraine**), *The Development of Verbal Behavior through Sound Imitation in Phylogeny* (Delegate Number: Tamrazyan 6937 - DC11 - **Oral Presentation**) **Seat No: 4**

#### **10:20:00 AM - 10:40:00 AM**

**Dr. Ekaterina Tutova**, Professor, RUDN University (**Russia**), *Representation of cultural identity of Asian elite circles through the prism of code-switching from English into French (based on the trilogy of books by a Singaporean Author- K. Kwan, Crazy Rich Asians* (Delegate Number: Tutova 7030 - DC24 - **Oral Presentation**) **Seat No: 5**

**10:40 AM -11:10 AM** **Tea/Coffee Break**

### **Day ONE Session TWO**

Presentation on **Monday, 8th April 2019**

Session chaired by **Dr. Lukasz Chodorowski**

**Presentation Group:** Social Sciences

**Conference Room/Hall - Lucia Windsor Room**

**11:00:00 AM - 11:20:00 AM**

**Ms. Celia Esteban Serna**, Research Assistant, University College London (**United Kingdom**), *Inferring Traits from Vocal Features: How prosodic Acoustic Measures Influence Perceived Automatic Attributed Personality Traits* (Delegate Number: Esteban Serna 7245 - DC37 - **Poster Presentation**) **Seat No:** 6

**11:20:00 AM - 11:40:00 AM**

**Dr. Tarik Ziyad Gulcu**, Lecturer, Ankara University (**Turkey**), *A Hope for Intercultural Dialogue in an Insecure Globalising World: Kamila Shamsie's Home Fire* (Delegate Number: Gulcu 7138 - DC10 - **Oral Presentation**) **Seat No:** 7

**11:40:00 AM - 12:00:00 PM**

**Ms. Alaa Alghamdi**, PhD Student, Cardiff University (**United Kingdom**), *'Third Space' in Leila Ahmad's Memoir* (Delegate Number: Alghamdi 7276 - DC34 - **Oral Presentation**) **Seat No:** 8

**12:00:00 PM - 12:20:00 PM**

**Ms. Huilin Ho**, Graduate Student, National Taiwan University (**Taiwan**), *Reading the Abnormal in Naoki Urasawa's Monster* (Delegate Number: Ho 7137 - DC20 - **Oral Presentation**) **Seat No:** 9

**12:20:00 PM - 12:40:00 PM**

**Prof. Zeinab Ahmed**, Professor, Zayed University (**United Arab of Eimerates**), *Borders and Migration in the Globalization Era: A Case study of Hungarian policy towards Migration 2013-2018* (Delegate Number: Ahmed 7076 - DC09 - **Oral Presentation**) **Seat No:** 10

**12:40:00 PM - 1:00:00 PM**

**Prof. Hussein Baghirov**, Chairman of the Board of Trustees, Western Caspian University (**Azerbaijan**), *Impact of Innovative Education on the Political and Social life of the Society* (Delegate Number: Baghirov 7254 - DC35 - **Oral Presentation**) **Seat No:** 11

**1:00:00 PM – 1:10:00 PM**

**Day one Group Photograph**

**1:10:00 PM - 2:00:00 PM**

**Lunch Break**

### **Day ONE Session THREE**

Presentation on **Monday, 8th April 2019**

Session chaired by **Dr. Stanislava Mildeova**

**Presentation Group:** Social Sciences

**Conference Room/Hall - Lucia Windsor Room**

**2:00:00 PM - 2:20:00 PM**

**Dr. Lukasz Chodorowski**, PhD, Jagiellonian University (**Poland**), *Evolution of Christian teaching on nasciturus in legal and historical context.* (Delegate Number: Chodorowski 7173 - DC15 - **Oral Presentation**) **Seat No:** 12

**2:20:00 PM - 2:40:00 PM**

**Ms. Siti Rahayu**, Policy Analyst, National Institute of Health Research and Development, Ministry of Health (Indonesia), *The Strategy of Measles Rubella for The Muslim Country as Indonesia* (Delegate Number: Rahayu 6962 - DC14 - **Oral Presentation**) **Seat No:** 13

**2:40:00 PM - 3:00:00 PM**

**Mrs. Eman Faisal**, Ph.D. Student, University of Cambridge (United Kingdom), *Investigating relationships between goal-setting and planning, determination, and self-evaluation: A structural equation modeling approach* (Delegate Number: Faisal 7290 - DC30 - **Oral Presentation**) **Seat No:** 14

**3:00:00 PM - 3:20:00 PM**

**Ms. Julia Costa**, Postdoc, Université Paris13 (France), *Language and Cyberfeminism: Essay about the #EleNãõ* (Delegate Number: Costa 7126 - DC39 - **Oral Presentation**) **Seat No:** 15

**3:20:00 PM - 3:40:00 PM**

**Tea-Coffee Break**

### **Day ONE Session FOUR**

Presentation on **Monday, 8th April 2019**

Session chaired by **Dr. Hamest Tamrazyan**

**Presentation Group:** Social Sciences

**Conference Room/Hall - Lucia Windsor Room**

**3:40:00 PM - 4:00:00 PM**

**Ms. Sarah Balto**, Ph.D. Candidate, University College Dublin (Ireland), *The Islamic Perspective of Female's Employment: To what extent Do Islamic Principles Coincide with Cedaw with Regard to Women's Employment Right?* (Delegate Number: Balto 7265 - DC33 - **Oral Presentation**) **Seat No:** 16

**4:00:00 PM - 4:20:00 PM**

**Ms. Zehra Shallwani**, Post-Graduate Student, King's College London (United Kingdom), *Perceived Impact of the restoration of Forodhani Park in Zanzibar, Tanzania from the local's perspective* (Delegate Number: Shallwani 7091 - DC12 - **Oral Presentation**) **Seat No:** 17

**4:20:00 PM - 4:40:00 PM**

**Ms. Pei Yu Lu**, Graduate Student, National Taiwan University (Taiwan), *How SIDS Deal With Climate Change* (Delegate Number: Lu 7197 - DC21 - **Oral Presentation**) **Seat No:** 18

**4:40:00 PM - 5:00:00 PM**

**Mrs. Adelina Vrancianu**, PhD Student, University of Bucharest (România), *The legal regime and consequence of partial works on another's building* (Delegate Number: Vrancianu 7198 - DC16 - **Oral Presentation**) **Seat No:** 19

**6:00 PM - 8:00 PM**

**Welcome Dinner\* at Browns Cambridge, 23 Trumpington St, Cambridge CB2 1QA. Phone: 01223 461655 (Only for those delegates who have registered and paid for the social events)**

# Cambridge Conference Series| 8<sup>th</sup>-10<sup>th</sup> April 2019

9th Academic International Conference on Social Sciences and Humanities– AICSSH 2019  
2nd International Conference on Business, Information Technology and Management– ICBITM 2019

## Conference Programme Day TWO\*

Tuesday, 9<sup>th</sup> April 2019

**08:45 AM: 09:00 AM** : **Registration and Tea/Coffee**

### Day TWO Session ONE

Presentation on **Tuesday, 9th April 2019**

Session chaired by **Ms. Siti Rahayu**

**Presentation Group:** Business & Management

**Conference Room/Hall - Lucia Windsor Room**

**9:00:00 AM - 9:20:00 AM**

**Dr. Retno Kusumastuti**, Lecturer, Universitas Indonesia (**Indonesia**), *The Problems and Strategy in Empowering Indigenous People through Indigeneous Knowledge and Innovation in Indonesia: The Case of Weaver Community in Nusa Tenggara Barat* (Delegate Number: Kusumastuti 7121 - CP04 - **Oral Presentation**) **Seat No:** 20

**9:20:00 AM - 9:40:00 AM**

**Dr. Mounia Bendraoui**, Phd Student, Mohammed V University (**Morocco**), *Analysis of the determinant of ecommerce trust in Morocco* (Delegate Number: Bendraoui 7159 - CP03 - **Oral Presentation**) **Seat No:** 21

**9:40:00 AM - 10:00:00 AM**

**Dr. Pithak Srisuksai**, Assistant Professor, Sukhothai Thammathirat Open University (**Thailand**), *The Factors Affecting Mechanism of Thai Rice Pricing* (Delegate Number: Srisuksai 7073 - DC22 - **Oral Presentation**) **Seat No:** 22

**10:00:00 AM - 10:20:00 AM**

**Mrs. Milla Setyowati**, Lecturer, Universitas Indonesia (**Indonesia**), *Alternative Tax Incentive Policy for Digital Startup Companies in Indonesia* (Delegate Number: Setyowati 7120 - CP06 - **Oral Presentation**) **Seat No:** 23

**10:20:00 AM - 10:40:00 AM**

**Mr. Adesegun Olalekan Adeosun**, Deputy Registrar (Personnel), Osun State Polytechnic (**Nigeria**), *Effectiveness of WhatsApp Social Media Application on Information Dissemination among Students of Nigeria Tertiary Institutions : A Case Study of Osun State Owned Tertiary Institutions.* (Delegate Number: Adeosun 7031 - CP02 - **Oral Presentation**) **Seat No:** 24

**10:40 AM -11:00 AM** **Tea/Coffee Break**

### **Day TWO Session TWO**

Presentation on **Tuesday, 9th April 2019**

Session chaired by **Dr. Tarik Ziyad Gulcu**

**Presentation Group:** Social Sciences

**Conference Room/Hall - Lucia Windsor Room**

**11:00:00 AM - 11:20:00 AM**

**Mr. Santosh Jethwani**, Student, Pandit Deendayal Petroleum University (**India**), *A Qualitative Fuzzy Logic Study based on Identification of key barriers in Lean Implementation*. (Delegate Number: Jethwani 6931 - CP01 - **Oral Presentation**) **Seat No:** 25

**11:20:00 AM - 11:40:00 AM**

**Ms. Mrinalini Pandey**, Post Graduate Student, Maharani Laxmi Bai Govt. College (**India**), *Representation of Mother Goddess in Indian Scriptures and Art* (Delegate Number: Pandey 6884 - DC13 - **Oral Presentation**) **Seat No:** 26

**11:40:00 AM - 12:00:00 PM**

**Mr. Manmit Mody**, Student, Pandit Deendayal Petroleum University (**India**), *Automated Storage & Retrieval System(AS/RS) Based on Activ System in Beverages Industry* (Delegate Number: Mody 7099 - CP05 - **Oral Presentation**) **Seat No:** 27

**12:00:00 PM - 12:20:00 PM**

**Ms. Aarushi Singh**, Post Graduate Student, Guru Gobind Singh Indraprastha University (**India**), *Equity Volatility Spillover from Japan and USA: Contagion Evidence from Asian Markets* (Delegate Number: Singh 7034 - DC26 - **Oral Presentation**) **Seat No:** 28

**12:20:00 PM - 12:40:00 PM**

**Mr. Rahul Kumar Goel**, Post Graduate Student, Guru Gobind Singh Indraprastha University (**India**), *Volatility Spillover from Energy and Currency Markets over Equity Markets: A Study of BRICS and G7 countries* (Delegate Number: Goel 7036 - DC27 - **Oral Presentation**) **Seat No:** 29

**12:40:00 PM - 1:00:00 PM**

**Mr. Mohit Kumar**, Post Graduate Student, Guru Gobind Singh Indraprastha University (**India**), *Investigation of Herding Behavior in Indian Stock Market* (Delegate Number: Kumar 7037 - DC28 - **Oral Presentation**) **Seat No:** 30

**1:00:00 PM – 1:10:00 PM**

**Day one Group Photograph**

**1:10:00 PM - 2:00:00 PM**

**Lunch Break**

### **Day TWO Session THREE**

Presentation on **Tuesday, 9th April 2019**

Session chaired by **Dr. Ekaterina Tutova**

**Presentation Group:** Social Sciences

**Conference Room/Hall - Lucia Windsor Room**

**2:00:00 PM - 2:20:00 PM**

**Mr. Shaohua Yang**, Phd Student, Universiti Sains Malaysia (**United Kingdom**), *The understanding of Chinese outbound tourists' behaviour toward revisit New Zealand: A Conceptual Development*. (Delegate Number: Yang 7326 - CP08 - **Oral Presentation**) **Seat No:** 31

**2:20:00 PM - 2:40:00 PM**

**Prof. Rania Kasem**, Assistant Professor, Fayoum University (**Egypt**), *Using occupational therapy to improve self-esteem and reduce aggression behavior on children with mental disabilities* (Delegate Number: Kasem 6615 - DC03 – (Virtual Presentation - **Skype Video Conference**) **Seat No:** 32

**2:40:00 PM - 3:00:00 PM**

**Prof. Warachai Singharek**, Assistant Professor, Sukhothai Thammathirat Open University (**Thailand**), *A study of an appropriate learning of information technology usage for cooperative farmers of sustainable economy long distance learning center in the north eastern region* (Delegate Number: Singharek 7115 - DC17 - **Poster Presentation**) **Seat No:** 33

**3:00:00 PM - 3:20:00 PM**

**Mrs. Dhoha Alharbi**, PhD Student, Durham University Law School (**United Kingdom**), *The Role of the Kingdom of Saudi Arabia's Interaction and Engagement with International Human Rights Law on Improving and Developing Its Human Rights* (Delegate Number: Alharbi 7280 - DC36 - **Poster Presentation**) **Seat No:** 34

**3:20:00 PM - 3:40:00 PM**

**Mr. Saleh Alharbi**, PhD Student, University College Dublin (**Ireland**), *Shia and Sufi Communities under the Saudi Monarchy: a Balancing Act.* (Delegate Number: Alharbi 7283 - DC32 - **Poster Presentation**) **Seat No:** 35

**List of Listener(s):**

**Ms. Johanna Axelsson**, Teacher, Klara High School Gothenburg (**Sweden**). (Delegate Number: Axelsson 407 - DC25) **Seat No:** 36

**Mrs. Manal Alharbi**, PhD Student, Cardiff University (**United Kingdom**). (Delegate Number: Alharbi 410- DC40) **Seat No:** 37

**Ms. Nada Balto**, PhD Student, University of Limerick (**Ireland**). (Delegate Number: Balto 409-DC38) **Seat No:** 38

**Mrs. Stina Pauline Liljegren**, Teacher, Klara Gymnasium (**Sverige**). (Delegate Number: Liljegren 408-DC29) **Seat No:** 39

**Staff:**

**Ms. Samantha Sintes-Barber**, Conference Co-ordinator, FLE Learning, *Staff* (Delegate Number: Sintes-Barber 1313-BY34 - **Staff**) **Seat No:** 40

**6:00 PM – 8:00 PM**      **Social Networking Dinner\* Zizzi, 16 Bene't St, Cambridge CB2 3QN Phone: 01223 357508** (Only for those delegates who have registered and paid for the social events)



## Cambridge Conference Series| 8<sup>th</sup>-10<sup>th</sup> April 2019

9th Academic International Conference on Social Sciences and Humanities– AICSSH 2019  
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### Conference Programme Day THREE\*

Wednesday, 10<sup>th</sup> April 2019

**10:40 AM to 12:10 PM**

**Explore Cambridge through - Cambridge City Sightseeing** (Open top Bus)  
**Starting Point:** Open top bus stop near The Anchor Inn, Silver St, Cambridge CB3 9EL

**Group will depart from Silver St, Cambridge CB3 9EL (Open Top Bus Stop Number ONE) and your Open top bus ticket will be handed over to you there at 10:40 AM.**

Your Ticket for Cambridge City Sightseeing (Open top Bus) is valid for 24 hrs on open top buses and you can get on and off at any of the 16 stops on the tour – keep a hold of your ticket for re-boarding!

**12:15 AM – 03:00 PM**

**Social Networking Lunch (12:15 to 13:15) with University of Cambridge Literacy Walk Tour (90 mins)**

**The Anchor Inn**, Silver St, Cambridge CB3 9EL

Your networking lunch and University of Cambridge literacy Walk Tour will be provided/started at The Anchor Inn, Silver St, Cambridge CB3 9EL

**03:00 AM to 05:00 PM**

**Self-Explore Cambridge through Cambridge City Sightseeing** (Open top Bus)

With your 24-hour pass, relax for the hour-long full tour, or design a personalized itinerary with 16 possible stops with easy access to Trinity College, King's College Chapel, The Backs and more. Enjoy unobstructed views from the open-air viewing deck and fun onboard commentary as you savor this medieval university town.

**Note: Day ONE Welcome Dinner\*, Day TWO Social Networking Dinner\* and Day THREE\* social networking events are only for those delegates who have registered and paid for the social events.**

### Important Information

**Registration & Welcome Pack:** All delegates **MUST register** for the conference at the registration desk on the first day of the conference between 8:45am to 09:10am. At the registration desk, they will be provided with conference welcome pack, which will include conference programme, conference abstracts, certificate of attendance and other useful information.

**Dress Code:** Although there is no particular dress code for the conference, we would like to request you to kindly dress formally/smarty during the conference.

**Presentation Duration:** You are required to give an oral presentation of 15 minutes (maximum) plus 5 minutes for discussion where other participants may ask you questions regarding your presentation and research. Please note that your presentation must be in English language.

**PowerPoint Presentation:** For your presentation, you can either use PowerPoint or Prezi, whichever is more convenient for you. For PowerPoint presentation, we request you to kindly bring it on your own USB/memory stick. You do not need to email us your presentation copies. However, please note that each delegate will be given internet access during the conference.

**Wifi:** Each Delegate will be given a wifi code to use internet connection during the conference

**FULL Paper Publication Policy:** Papers submitted and presented at the conference will be published in the conference proceedings, subject to their acceptance by the review committee. To be considered for publication in the conference proceedings, submitted papers must strictly adhere to our prescribed in-house referencing style ie., Harvard Citing and Referencing Style. Each conference proceeding will have a unique digit International Standard Serial Number (ISSN) and/or International Standard Book Number (ISBN) code. For further information, please visit <https://www.flelearning.ca/submission/>.

If you want your FULL paper (maximum 5000 words) to be published in the conference proceedings, kindly handover the duly signed copy of the COPYRIGHT LICENCE AGREEMENT to the FLE representative at registration desk on DAY ONE of the conference. A copy of the copyright agreement will be provided to you in your 'Conference Welcome Pack' on the first day of the conference. Once we will receive your duly signed agreement, we will be in contact with you within the next three weeks to confirm when you can expect a proof of your paper to review, if accepted for publication in the proceedings.

If you also wish your FULL paper to be considered for publication in the peer-reviewed e-journal, you must authorise us to consider your paper for publication in the respective Journal by giving us your clear instructions in the same Copyright agreement. For publication in the E-Journal, please be advised that after the acceptance of your full paper for publication in any of our E-Journals, your paper will enter the production cycle and you will be asked to pay the publication fee/charges in the sum of £73.50 per 5,000 words. If the payment is not received before the deadline (usually 5 working days from the acceptance notice), your paper will be withdrawn from the publication process. However, on receipt of the publication fee, the necessary editing and formatting corrections will be made and you will receive the final proof of your article for review and/or approval to publish.

Please note that if a copy of the duly signed agreement is not received by us, we will not be able to publish your contribution in any manner. For further information about publication, please visit our website <http://www.flepublications.com/>

**Non-Smoking Area:** We would like to bring it to the notice of all registered delegates that the conference venue is a non-smoking College. It is therefore our humble request that no registered conference delegate should smoke inside the college premises.

**Data Protection Policy:** Under the data protection law, we cannot share the personal data and presentation materials of any conference delegate without his/her permission. We therefore encourage all delegates to personally exchange their business cards during the conference if they want to exchange any further correspondence. For detailed information about our data protection policy, please visit <http://www.flelearning.co.uk/data-protection>

**Social Media:** Please follow us for **conference updates** and your **presentation pictures** on **twitter** (<https://twitter.com/FLELearning>)

**Conference Venue:** Please note that the venue of the conference is Lucia Windsor Room, Newnham College, University of Cambridge, Sidgwick Avenue, Cambridge CB3 9DF University of Cambridge, Newnham College, Sidgwick Avenue, Cambridge CB3 9DF United Kingdom.

**Hotel Booking:** To book your accommodation during conference, kindly visit [www.booking.com](http://www.booking.com) and book your accommodation near to the conference venue. **Recommended Hotels list:**

1. DoubleTree by Hilton Cambridge
2. Best Western Plus the Gonville Hotel
3. Cambridge City Hotel
4. Royal Cambridge Hotel
5. Premier Inn Cambridge City Centre
6. Holiday Inn Express Cambridge
7. Travelodge Hotel - Cambridge Central

#### **University of Cambridge Accommodation**

To book accommodation during your conference stay, please note that generally there is ample accommodation available at the University of Cambridge and you can get rooms at very nominal price. Please visit <http://www.accommodation.cam.ac.uk/visitingcambridge/Listings.aspx> to book your accommodation.

#### **How to find Newnham College**

The College ([College map](#)) is on [Sidgwick Avenue](#), just off the [A603](#) and approximately 2 miles from junction 12 on the M11. Please note that Silver Street is closed to cars for part of the day, and has a 'tidal flow' system for the rest. At most times it will be easier, when approaching the College from the southern part of Cambridge, to use Fen Causeway.

#### **By Coach**

National Express operates coach services to Cambridge from major towns & cities throughout the U.K. There are frequent coach services from both Central London, and London Stansted Airport through to the city. The X5 cross county Stagecoach service links Oxford to Cambridge, via Bicester, Buckingham, Milton Keynes & Bedford.

#### **By Air**

Cambridge is within easy reach of London Heathrow, London Gatwick & Birmingham International Airport. London

- Heathrow London (68 miles)
- Stansted Airport (30 miles)
- Getwick Airport (93 miles)
- Birmingham Airport (88 miles)

From any UK Airport to Cambridge use National Express coach services. To book your ticket, please visit <http://www.nationalexpress.com/wherewego/airports/index.aspx>

#### **By Road**

From the South & from London, Cambridge is a short trip up the M11 motorway. From the north, the A1 and M1 link to the A14 dual carriageway straight to the city, and from the east and west, the A14 again takes you to Cambridge.

For short stay trips the City Centre Car Parks offer great convenience, but for longer visits there are five world class Park & Ride sites located on the outskirts of the City that provide free parking and a swift and frequent bus ride to the City Centre.

### **By Train**

There is a fast and frequent rail service from London King's Cross & London Liverpool Street through to Cambridge. There are excellent connections from Scotland & the North via Peterborough, and regional services from Birmingham & the Midlands, East Anglia & the Northwest. For bus services from Cambridge railway station into the city centre look for the Citi 1, Citi 3 or Citi 7 services.

### **By Taxi**

Getting a cab into Cambridge can often work out to be a more convenient, faster cheaper option. [Uber](#) or [minicabit's](#) nationwide network of licensed cab firms covers all corners of the UK, so no matter where you're coming from you can book a cab direct to Cambridge. Visit [Uber](#) or [minicabit](#) to plan your trip.

### **By Car Hire**

Rent Direct Car and Van Rental are based near the city centre on Elizabeth Way. Please visit [www.rentdirectuk.com](http://www.rentdirectuk.com) for full details and to book. They offer a full range of vehicles that you can hire to make visiting Cambridge and the surrounding area that little bit more convenient. Local, friendly and reliable if you would prefer to speak to them directly please telephone 01223 309 409 and they will be more than happy to help you through the booking process.

Please ask if you would like to hire a sat nav along with your car, as this can take the stress out of finding your way around the county and make your stay so much more enjoyable! They can also collect you from the train station (subject to opening hours and availability) and take you back to their branch making your onward journey that little bit easier.

Alternatively, Rhino Car Hire are a leading rental broker based in the UK offering excellent value car hire throughout the UK including Cambridge and from all major transport hubs including Heathrow, Gatwick and Stansted and the major rail stations. Please visit [www.rhinocarhire.com](http://www.rhinocarhire.com) or call **0845 508 9845**.

### **By Bus**

Stagecoach operates a comprehensive service to the city from around the county. Please visit [www.stagecoachbus.com](http://www.stagecoachbus.com) for full details.

The Guided Busway offers an innovative and frequent service from Huntingdon to the city centre including stops at the Rail Station and Addenbrookes Hospital. Park and Ride sites for this service can be found at St Ives, Longstanton and Trumpington. Please visit [www.thebusway.info](http://www.thebusway.info) for full details.

**Note: Copy of the Conference Programme will also be provided at the registration desk.**

**Notes**

**FLE Learning Ltd**

**Conference Division**

**T: +1 778 819 0134 F: +1 604 757 0701**

**E: [submit@flelearning.ca](mailto:submit@flelearning.ca) W: [www.flelearning.ca](http://www.flelearning.ca)**