



Welcome to the third issue of the I-BEE Pedagogy Network Newsletter, Winter 2026!

Winter Issue No. 3

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We are delighted to share that our first in-person I-BEE event took place this past January - and it was a big success! A special thanks goes to Gustavo for delivering an excellent and highly engaging session on **Gamification of Learning: Strategies with Poll Everywhere Competitions**.

Our colleague, Nwe Zin Shaung, who attended the session had this to say about the event:

"Attending the workshop on gamification and Poll Everywhere really helped me see how digital tools can make learning more active and engaging. I was particularly struck by how simple the Competition feature is to use, and how quickly it creates a sense of excitement and friendly challenge among participants. It made me think differently about how I could use points, pace, and competition to motivate students in my own teaching. I left the session feeling more confident about utilising Poll Everywhere Competitions for my teaching sessions. I am planning to embed it in the Business and Organisational Psychology module this term to strengthen student engagement. It genuinely was an amazing workshop. I hope to have opportunities to attend more workshops like 'Gamification of Learning: Strategies with Poll Everywhere Competitions' in the future."

We are looking forward to hosting more events that spark creativity, innovation, and pedagogic excellence across our community.



Conferences, Presentations, Workshops & Grants:

External Opportunities

Experienced Festival:

Presentation Proposal Deadline: 27 February 2026

<https://experiencedfestival.sites.northeastern.edu/>

PRME UK & Ireland Chapter Conference 2026:

Responsibly Navigating the Turbulent Business World Deadline: 13 March 2026

<https://www.iveypublishing.ca/s/sustainability-case-writing-awards>

Academy of Marketing – Pedagogic Research Grants (£2,000)

Application Deadline: 12 Noon GMT, 16 March 2026

<https://academyofmarketing.org/pedagogic-research-grants/>

Designing for Judgement in the Age of GenAI

A discussion on how GenAI is reshaping curriculum design, assessment, and employability.

Monday 23 February 2026, 12:00–13:00 (Teams)

Registration: Webinar: Designing for Judgement in the Age of GenAI

Tensions, Trade-Offs and Open Questions in Marketing Education. *A session focused on what remains difficult, contested, or unresolved where evidence, professional values, and institutional realities pull in different directions Monday 23 February 2026, 12:00–13:00 (Microsoft Teams).*

Registration: [Webinar-Tensions, Trade-Offs and Open Questions in AI Marketing Education](#)

PRME Sustainability Case Writing Awards

Submission Deadline: 20 February 2026

<https://www.iveypublishing.ca/s/sustainability-case-writing-awards>

Internal Opportunities & Events

We are excited to invite you to the upcoming **PRME London & South East and I-BEE Network** co-hosted event, taking place on:

18 February 2026 - Marylebone Campus

This marks a significant milestone as I-BEE's first externally facing event, and we hope many of you will join us in supporting this achievement.

The session will offer:

- An introduction to the **PRME (Principles for Responsible Management Education) network**
- Insights into how WBS colleagues can engage more deeply with PRME initiatives
- Discussion on how this aligns with our aspiration to become **PRME Champions**
- Expert perspectives on technology-enhanced responsible management education
- An introduction to the new **PRME Working Group on Responsible Management Education & Emerging Tech**, of which WBS is a member

Register here:

Immersive Futures: [VR, Global Goals and Responsible Business Education](#)

Call for Eol:

We would like to invite colleagues to submit expressions of interest to attend a pedagogic conference at our partner, WIUT. [ICC-2026 Call for Submissions](#)



One colleague will be funded to attend the conference in Tashkent. If you are interested, please provide a short paragraph to set out why you are interested in attending, how you currently use case studies in your teaching and learning, and how you propose to use the learning from this conference to enhance your practice.

Please submit your Eol using this [form](#) by 5pm on 27th February 2026.

Finally, we have a student logo competition; please encourage your students to get creative and submit!

Help design the WBS I-BEE Logo!

Got a creative streak?
We're looking for a bold new logo
for the Impactful Business Education Excellence (I-BEE) Pedagogy Network.
Your design will represent a network that champions great teaching and student success
across Westminster Business School.

Who can apply: Open to all WBS Students with solo and team entries welcome.
How to submit: Submit via the QR code
(logos in PNG format 2000 pixels width required).

Prize: The winner will receive a **£100 Gift Pay voucher**
which can be spent at **50+ UK stores!**

Deadline: 12pm (noon) | 23 Feb 2025
If you have any questions, please contact m.bortnovskaya3@westminster.ac.uk

