

AGENDA: EXECUTIVE MBA COUNCIL

REGIONAL MEETING: HEC Paris - Jouy-en-Josas, 7 May 2014

Tuesday, 6 May 2014 :

Check-in at the HEC Paris Château

18.00 - 20.00 Registration
Welcome Cocktail
Guest Speaker, Bernard Bourigeaud – Founder of ATOS Origin

20.00 - 22.30 Dinner

Wednesday, 7 May 2014:

9.00 - 9.15 Welcome: Matthew Gibb, Executive MBA Director, HEC Paris

9.15 - 9.45 Session 1: Message and Report
Michael Desiderio, Executive Director EMBA Council

9.45 - 10.45 Session 2: Blended Learning
Karine Lejoly, Director of Innovation and Academic Coordination, HEC Paris

10.45 - 11.15 Coffee and networking

11.15 - 12.15 Session 3: Best Practice sharing in learning (peer to peer, participant's
experience vs the client)
Frédéric Dalsace, EMBA Academic Director, HEC Paris

12.15 - 13.30 Lunch and Campus Tour

13.30 - 14.30 Session 4: Segmentation (Topic to be confirmed)
Karin Wiström, Director SSE MBA, Stockholm School of Economics

14.30 - 15.30 Session 5: Eliciting and Channelling Participants' Feed-Back, Matthew Gibb,
Executive MBA Director, HEC Paris

15.30 - 16.00 Coffee

16.00 - 17.00 Session 6: Executive Business Education in the Gulf Region
Raja Derham, Chief Operating Officer, HEC Paris in Qatar

Executive MBA Regional Conference
March 9 to 11, 2014
Tulane University, Freeman School of Business, New Orleans

Sunday		March 9	
2-5	Optional City Tour (3 hours)	Meet in Hotel Lobby at 1:45pm to board bus and depart for tour at 2pm; tour returns to hotel at 5pm Tulane EMBA staff	Pick up from Hotel Hotel Monteleone: Outside Vieux Carre Room
4-6	Registration		
5-6	Free time		
6-6:15	Welcome to New Orleans	Caryn Lang	Hotel Monteleone: Vieux Carre Room
6:15-7:00	Alumni Innovations and Involvement	Barbara Millar, UVA; Caryn Lang, Tulane University	Hotel Monteleone: Vieux Carre Room
7-8	Networking Reception (1 hour)		Hotel Monteleone: Riverview Room
Monday		March 10	
7:15	Bus to Tulane	Walk from to bus pick up location (2 blocks from hotel) for Tulane coach to Tulane University Uotown Camous.	Coach at Canal & Royal Streets; small bus at Hotel entrance
745-830	Breakfast at Tulane		EMBA Dining Room: Goldring/Woldenberg Hall II, Fourth Floor
830-900	Welcome to Tulane	Dean's Welcome: Dean Ira Solomon; Mauricio Gonzales, Assistant Dean, Executive Education; Caryn Lang, Introductions, About Tulane and NO	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
915-1015	EMBA Council and Percept Research: Industry Update	Michael Desiderio, EMBAC; and Brian Mahoney, Percept Research	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
1015-1030	Break		EMBA Dining Room: Goldring/Woldenberg Hall II, Fourth Floor
1030-1130	EMBA Trends	Alex Chisholm, Director, Statistical Analysis, GMAC	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
1130-1230	Trends in Marketing & Social Media	Hannah Wilkey, Digital Marketing Analyst, Hobsons	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
1230-100	Lunch		EMBA Dining Room: Goldring/Woldenberg Hall II, Fourth Floor
1:00-3:00	Leadership Workshop: How do we become more effective leaders for our business schools and EMBA programs? What can we do to help our EMBA students develop their leadership abilities?	Chris McCusker, PhD	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
3:00-3:15	Break		EMBA Dining Room: Goldring/Woldenberg Hall II, Fourth Floor
315-430	Marketing and Recruiting Strategies Panel	Dan McCleary, Regional Director, India, Duke University; Heather Griffiths Costa, Associate Director, Graduate Business, University of Miami; Jenny Hammond, Admissions and Marketing Managers, Executive MBA Programs, UNC Kenan-Flagler Business School	Goldring/Woldenberg Hall II, Room 1111 (Ground Floor)
4:30	Bus to Hotel		Pick Up from McAlister & Freret Streets
06:15	Meet for group walk to dinner		Hotel Lobby
6:30-8:30	Dinner at Antoine's Restaurant		713 St Louis St, New Orleans, LA 70130 (504) 581-4422
Tuesday		March 11	
7:15-8:00	Breakfast at Hotel		Hotel Monteleone: Riverview Room
8:00-8:45	The Power of Goals	Rob Sheehan, University of Maryland	Hotel Monteleone: Riverview Room
8:45-9:45	Student Advising/Academic Integrity	Carol Spansel, Tulane University; Faye Sisk, Mercer University	Hotel Monteleone: Riverview Room
9:45-10:00	Break		Hotel Monteleone: Riverview Room
10:00-11:00	Career Service Models and Delivery Options	John Worth, Virginia Commonwealth University	Hotel Monteleone: Riverview Room
11:00-12:00	Electronics in the EMBA	Jonathan Darsey, Emory Goizuetta School of Business; Jennifer Steben, Inkling	Hotel Monteleone: Riverview Room
12 Noon	Conference ends	Lunch on own	



EXECUTIVE MBA COUNCIL

2014 MIDWEST REGIONAL MEETING

Washington University in St. Louis
OLIN BUSINESS SCHOOL

Executive MBA
St. Louis • Kansas City • Denver • Shanghai • Mumbai

TUESDAY, JULY 8	ACTIVITY	SPEAKER	LOCATION
	Arrive in St. Louis		
12:00 pm	Meeting Check in and Optional Lunch		Knight Center 2nd Floor
1:00 pm	Olin Business School Welcome	Stuart Bunderson , Olin Business School, Associate Dean of Executive Programs	Knight Center Rm 200
1:30 pm	EMBAC Welcome	Michael Desiderio , Executive MBA Council, Executive Director	Knight Center Rm 200
2:00 pm	Percept Research: Industry Update	Brian Mahoney , Percept Research, Managing Partner	Knight Center Rm 200
3:00 - 3:15 pm	Break		Knight Center 2nd Floor
3:15 pm	Will Millennials Today Want an EMBA tomorrow? Marketing and Recruiting Strategies Panel	Zach Odem , University of Missouri, Director of Executive MBA Sarah Gibbs , Olin Business School, Brand Manager, Marketing & Communications Nick Farmer , University of Notre Dame, Sr. Associate Director EMBA Admissions & Recruiting Toby Cortelyou , The University of Chicago Booth School of Business, Admissions/Marketing Ann Carrel , Northern Illinois University, Assistant Dean	
4:15 pm	It's All About Trust	Kurt Dirks , Olin Business School, Senior Associate Dean	Knight Center Rm 200
5:00 pm	Cocktail Reception		Knight Hall/ Bauer Hall Atrium
6:30 pm	Meet Bus for transport downtown		Knight Center Lobby
7:00 pm	St. Louis Cardinals Baseball Game		Ballpark Village
WEDNESDAY, JULY 9	ACTIVITY	SPEAKER	LOCATION
7:00 - 8:00 am	Breakfast	Get to know our corporate members, speed networking	Knight Hall/ Bauer Hall Atrium
8:00 am	EMBA Curricular Innovation	Kathy Hagens : University of Wisconsin Oshkosh, Director, MBA & Executive Education Joe Stephens : University of Missouri, Assistant Dean of MBA Programs Claire Hogikyan , Ross School of Business, Managing Director Stuart Bunderson , Olin Business School, Associate Dean of Executive Programs	Knight Center Rm 200
9:00 am	Maintaining a High Touch Culture with Shrinking Margins	Dan Jenkins , Olin Business School, Director of Executive Student Services Dawn Kluber , University of Iowa, Director, Executive MBA Programs Mara McKee , The Ohio State University, Program Director, EMBA Colette Feldges , Kellogg School of Management, Associate Director, Student Affairs Jennifer Steben , InKling Academic Solutions Manager	Knight Center Rm 200
10:00 am	Break		Knight Center 2nd Floor
10:30 am	Residencies More Than a Vacation: Helping EMBA students to connect with people across the globe	Sheri DeClercq , Michigan State University, Executive/Weekend MBA, Director Bill Swanson , University of Nebraska at Omaha, Director Robyn Blilie , University of Minnesota, Director, Carlson Executive MBA Program Paul Velasco , University of Notre Dame, Director of Executive Education	Knight Center Rm 200
11:30 am	Understanding Ways to Engage Regulations Around the Globe	Jackson Nickerson , Olin Business School, Associate Dean of Brookings Executive Education	Knight Center Rm 200
12:00 pm	Lunch		Knight Center Dining Hall
1:30 pm	EMBA Rankings Demystified	Elmar Almachar , Kellogg School of Management, Director, Executive MBA	Knight Center Rm 200
2:30 pm	The EMBA Value Proposition and how Entrepreneurship Plays a Role	Panel to include Drew Caylor and Ginger Imster , Executive Director of Arch Grants	Knight Center Rm 200
3:30 pm	Closing Discussion		Knight Center Rm 200
4:00 pm	Conference Concludes		Knight Center Rm 200



ASIA REGIONAL MEETING
TSINGHUA UNIVERSITY SCHOOL OF ECONOMICS & MANAGEMENT
BEIJING
15/16 APRIL 2014

MEETING AGENDA

MONDAY 14 APRIL 2014

6.00pm *Welcome Cocktail Reception*
Venue: 2nd Floor, Wenjing Hotel
Address: South Gate of Tsinghua University, Haidian District, Beijing
海淀区清华科技园清华大学南门天津国际酒店二层

TUESDAY 15 APRIL 2014

8.00 am *Gather at Wenjin Hotel Lobby to walk to Tsinghua SEM*
8.30 am *Registration*
Venue: R418, Shunde Building, SEM
清华经管学院舜德楼418室

9.00 am *Conference Welcome*
Michael Desiderio, Executive Director, EMBA Council

9.15 am *Introduction of Asia Region Member Schools*
5 minutes per school: Programme Overview, Achievements & Emerging Challenges

10.30 am *Coffee Break*

11.00 am *Key Note Session 1: Prospects & Challenges of EMBA Programs*
Professor Yingyi Qian
Dean, School of Economics and Management, Tsinghua University

12.15 pm *Group Photo, followed by Lunch*
Group Photo: Lobby, Shunde Building, SEM
Lunch Venue: JIASUO Restaurant, Tsinghua Campus
清华大学接待问讯处北面甲所

2.00 pm *Panel Discussion*
English Language Programs in China: What Can We Learn in the Region?
Moderator: John D. Van Fleet, Assistant Dean, Executive Director, Global Executive MBA, USC Marshall / Shanghai Jiaotong University, Antai CEM
Panelists:
Tracy Pang, Director, China Market Executive Education, Harvard Business School
Liz Wu, Assistant Dean, Tongji University SEM
Ying Zhao, Managing Editor, WhichMBA.net

3.30 pm *Coffee Break*

4.00 pm *Best Practice Panel Discussion*
Moderator: Sanjay Singh, Director, Indian School of Business
Panelists:

- Recruiting & Marketing
Mark Sturman, Associate Director, Field Marketing, INSEAD

MONDAY, March 3rd, 2014

Northeast Regional Executive MBA Council Meeting

Hosted by: The Wharton School, MBA Program for Executives

Location: 3730 Walnut Street, Jon M Huntsman Hall, 8th Floor

Walk from Inn at Penn Hotel

Phone: 215 898 5887

Morning Sessions:

8:30 a.m. Continental Breakfast ***this will be available in Harker Hall, the East wing of the 8th Floor of Huntsman Hall. You will be able to enjoy your breakfast in the West wing of Huntsman Hall (Colloquium Hall) where our presentations will take place.*

9:00 a.m. Welcome to Wharton, Dr. Peggy Bishop Lane, Vice Dean Wharton School MBA for Executives Program (WEMBA) and Catherine A. Molony, Director (WEMBA)

9:15 a.m. Members' Introductions

9:45 a.m. Michael Desiderio, Executive Director, Executive MBA Council update

10:10 a.m. Brian Mahoney, Percept Research, Managing Partner
Northeast Regional EMBA Trends and 2014 MBA Lifecycle Survey Suite updates

11:00 a.m. Break *(coffee, tea, sodas and water will be provided in Harker Hall)*

11:15 a.m. Amy Bennett, Director, Penn Wharton Innovation Group, Coursera and MOOCs

MONDAY, March 3rd, 2014

Afternoon Sessions:

12:00 p.m. [Dr. Peter Cappelli, Wharton School, is the George W. Taylor Professor of Management at The Wharton School and Director of Wharton's Center for Human Resources.](#) "Education and the Job Market"

***Please note this will also be a working lunch. Lunch will be provided.*

1:30 p.m. Break (*coffee, tea, sodas and water will be provided in Harker Hall*)

1:45 p.m. Ryan Rodrigues, Director of Development and Recruiting, EMBA Program, University of Toronto "How are Northeast Regional EMBA Programs and Schools Playing in the Blended Learning Space?"

2:45 p.m. Lynne Krage, Director of Wharton School Coaching Program & Senior Associate Director of Wharton Leadership Program, "Coaching Programs for EMBA Students"

3:45 p.m. Free time before dinner

-OR-

Tour of Campus of the Wharton School and the University of Pennsylvania.

***If you are interested in joining the tour, meet at the Locust Walk entrance of Huntsman Hall at 4:00 pm. A WEMBA staff member will be there to guide you.*

-OR-

Shopping on your own at [University of Pennsylvania Bookstore](#) located on the corner of 36th Street and Walnut next to the Inn at Penn.

6:30 - 8:30 p.m.

Dinner, University of Pennsylvania Museum,

Lower Egyptian Room

3260 South St, Philadelphia, PA 19104

Walk from Inn at Penn Hotel

***If you would like to meet at 6:00 p.m. in the street level lobby on Walnut Street side of the Inn at Penn, a staff member will be able to meet you and guide you to the museum. You are also more than welcome to meet us there on your own.*

Please note: various galleries will be available and open at the museum for your enjoyment. [Philadelphia Museum of Art](#)

Tuesday, March 4th, 2014

Northeast Regional Executive MBA Council Meeting

Walk from Inn at Penn

Location: Jon M. Huntsman Hall, 8th Floor

Morning Sessions:

8:30 a.m. Continental Breakfast and “Get to know our Corporate Members” Speed Networking Event

9:30 a.m. Manette Frese, Director of Graduate Program Recruiting, Loyola University, Baltimore, Maryland “Admissions from 30,000 feet”

10:30 a.m. - 12:00 p.m.

[G. Richard Shell](#), Professor Wharton School Legal Studies and Business Ethics and Management, Chairperson, Wharton School Legal Studies and Business Ethics “Using his new book, [Springboard](#), as a focal point for discussing students’ long-term goals within MBA programs” Participants will receive a copy of his book.

12:00 p.m. Box Lunch to go! *Available in Harker Hall*

Meeting Adjourns