



Dare to Be Different: The Challenge of Innovation in EMBA Education
2005 Executive MBA Council Conference
October 31 – November 2, 2005 • Barcelona
Executive MBA Toolkit • October 30, 2005

As of: 10/25/05

Saturday, October 29		
11:00 a.m. - 8:00 p.m.	EXHIBITOR SET UP	<i>Tarragona - 2 Level</i>
3:00 p.m. – 8:00 p.m.	EXECUTIVE MBA COUNCIL REGISTRATION DESK OPEN Collect program packet & name badge (Conference Committee)	<i>Tarragona - 2 Level</i>
5:00 p.m. – 6:00 p.m.	EXECUTIVE MBA COUNCIL PLANNING COMMITTEE MEETING	<i>Cadaques - 2 Level</i>
Sunday, October 30		
6:30 a.m. – 8:00 a.m.	EXHIBITOR SET-UP	<i>Tarragona - 2 Level</i>
7:30 a.m. – 5:00 p.m.	REGISTRATION DESK OPEN Collect program packet & name badge	<i>Tarragona - 2 Level</i>
8:00 a.m. – 8:45 a.m.	EXECUTIVE MBA TOOLKIT – CONTINENTAL BREAKFAST	<i>Tarragona - 2 Level</i>
9:00 a.m. – 5:00 p.m.	OPTIONAL EXECUTIVE MBA TOOLKIT For New Programs & New Staff (Reservation required)	<i>Girona - 2 Level</i>
9:00 a.m. – 9:15 a.m.	TOOLKIT WELCOME AND INTRODUCTIONS Maury Kalnitz, Managing Director, Executive MBA Council George Bobinski, Chair, Executive MBA Council Board of Trustees Susan Carver, Assistant Dean, University of Alabama	<i>Girona - 2 Level</i>
9:15 a.m. – 10:30 a.m.	OVERVIEW AND MANAGING THE EXECUTIVE MBA Susan Carver, Assistant Dean, University of Alabama	<i>Girona - 2 Level</i>
10:30 a.m. – 10:45 a.m.	BREAK	<i>Tarragona - 2 Level</i>
10:45 a.m. – 12:15 p.m.	MARKETING EXECUTIVE MBA PROGRAMS Edgar Leonard, Senior Associate Dean, Emory University	<i>Girona - 2 Level</i>
12:15 p.m. – 12:30 p.m.	BREAK	<i>Tarragona - 2 Level</i>
12:30 p.m. – 1:45 p.m.	MANAGING STUDENT EXPECTATIONS Dianne Bevelander, Executive Director, RSM Erasmus University Luis Umana-Timms, Associate Director Degree Programs, RSM Erasmus University	<i>Girona - 2 Level</i>
2:00 p.m. – 3:00 p.m.	LUNCH	<i>Mitre Hall Level (Lobby)</i>
3:15 p.m. – 4:30 p.m.	INTERACTIVE BREAK OUT SESSIONS	
3:15 p.m. – 4:30 p.m.	MARKETING AND RECRUITMENT Edgar Leonard, Senior Associate Dean, Emory University	<i>Girona - 2 Level</i>
3:15 p.m. – 4:30 p.m.	ADMISSIONS Jeff Bieganeck, Director of Admissions and Recruiting, Executive and Part-Time MBA, University of Minnesota	<i>Ibiza - 1 Level</i>
3:15 p.m. – 4:30 p.m.	BUDGETS Donna Blackburn, Director, Executive Programs, Georgia State	<i>Menorca - 1 Level</i>

	University	
4:30 p.m. – 5:00 p.m.	WRAP – UP Susan Carver, Assistant Dean, University of Alabama Luis Umana-Timms, Associate Director Degree Programs, RSM Erasmus University	<i>Girona</i> - 2 Level
5:00 p.m. – 6 p.m.	CORPORATE TOOLKIT NETWORKING EVENT	<i>Mitre</i> <i>Hall Level (Lobby)</i>
5:00 p.m. – 7:00 p.m.	FACULTY NETWORKING EVENT “Creating the Future First: Learning and Living in the State of Possibility” Gerald Suarez, University of Maryland	<i>Rosas</i> - 2 Level
7:00 p.m. – 9:00 p.m.	OPENING NIGHT RECEPTION (<i>cocktails & hors d’oeuvres</i>) <i>Sponsored by Columbia Business School</i>	<i>Top City</i> <i>19th Floor</i>
9:00 p.m.	EXPLORE BARCELONA ON YOUR OWN	
Monday, October 31		
8:00 a.m. – 4:00 p.m.	REGISTRATION DESK OPEN	<i>Tarragona</i> - 2 Level
8:00 a.m. – 4:00 p.m.	EXHIBIT HALL	<i>Tarragona</i> - 2 Level
8:30 a.m. – 9:30 a.m.	CONTINENTAL BREAKFAST	<i>Tarragona</i> - 2 Level
9:30 a.m. – 11:00 a.m.	PLENARY SESSION I: GE and Global Growth: The Journey and the Destination Nani F. Beccalli-Falco, President and CEO, GE International <i>Sponsored by University of North Carolina-Chapel Hill, Kenan-Flagler and GMAC</i>	<i>Lleida</i> - 2 Level
11:00 a.m. – 11:30 a.m.	BREAK <i>Sponsored by Bradley University & Corporate Members</i>	<i>Tarragona</i> - 2 Level
11:30 a.m. – 12:15 p.m.	CONCURRENT SESSIONS (1 - 6)	
<i>Session 1</i>	INNOVATIONS IN EXECUTIVE MBA EDUCATION Michael J. Houston, University of Minnesota Ravi Ramamurti, Northeastern University Hugh O’Neill, University of North Carolina-Chapel Hill	<i>Rosas</i> - 2 Level
<i>Session 2</i>	PROVIDING RECRUITING ACCESS IN EXECUTIVE MBA PROGRAMS: BALANCING THE NEEDS OF STUDENTS AND SPONSORING COMPANIES John Worth, University of North Carolina-Chapel Hill Myrna Cortes, University of Chicago	<i>Girona</i> - 2 Level
<i>Session 3</i>	LOOKING FOR THE NEXT BIG THING Michael L. Barretti, Suffolk University Sushil Bhatia, Suffolk University	<i>Mitre</i> <i>Hall Level (Lobby)</i>
<i>Session 4</i>	LEADERSHIP ACROSS DIFFERENCES David Dinwoodie, EADA	<i>Mallorca</i> - 1 Level
<i>Session 5</i>	ADDING POWER TO EMBA CAREER SERVICES Patrice Houdayer, EM Lyon Dan Evans, EM Lyon	<i>Sitges</i> - 2 Level
<i>Session 6</i>	THE ROI OF ALUMNI RELATIONS – INVEST TODAY FOR TOMORROW’S STUDENTS Bronica Wan, University of Washington Belina Makonnen, University of Washington	<i>Menorca</i> - 1 Level
12:30 p.m. – 1:15 p.m.	LUNCH <i>Sponsored by Columbia Business School</i>	<i>Lleida</i> - 2 Level
1:15 p.m. – 2:30 p.m.	RESEARCH RESULTS George Bobinski, Binghamton University Beatrix Dart, University of Toronto Rachel Edgington, GMAC Brian Mahoney, Percept Research	<i>Lleida</i> - 2 Level

2:30 p.m. – 3:00 p.m.	CORPORATE MEMBER DESSERT BREAK <i>Sponsored by: Corporate Members</i>	<i>Tarragona - 2 Level</i>
3:00 p.m. – 3:45 p.m.	CONCURRENT SESSIONS (1 - 6)	
<i>Session 1</i>	INNOVATIONS IN EXECUTIVE MBA EDUCATION Michael J. Houston, University of Minnesota Ravi Ramamurti, Northeastern University Hugh O'Neill, University of North Carolina-Chapel Hill	<i>Rosas - 2 Level</i>
<i>Session 2</i>	PROVIDING RECRUITING ACCESS IN EXECUTIVE MBA PROGRAMS: BALANCING THE NEEDS OF STUDENTS AND SPONSORING COMPANIES John Worth, University of North Carolina-Chapel Hill Myrna Cortes, University of Chicago	<i>Girona - 2 Level</i>
<i>Session 3</i>	LOOKING FOR THE NEXT BIG THING Michael L. Barretti, Suffolk University Sushil Bhatia, Suffolk University	<i>Mitre Hall Level (Lobby)</i>
<i>Session 4</i>	LEADERSHIP ACROSS DIFFERENCES David Dinwoodie, EADA	<i>Mallorca - 1 Level</i>
<i>Session 5</i>	ADDING POWER TO EMBA CAREER SERVICES Patrice Houdayer, EM Lyon Dan Evans, EM Lyon	<i>Sitges - 2 Level</i>
<i>Session 6</i>	THE ROI OF ALUMNI RELATIONS – INVEST TODAY FOR TOMORROW'S STUDENTS Bronica Wan, University of Washington Belina Makonnen, University of Washington	<i>Menorca - 1 Level</i>
4:00 p.m. – 7:00 p.m.	GUIDED BARCELONA TOURS (sign-up required) <i>Sponsored by: Bocconi, EADA, Emory University, ESADE, IBS-Moscow, IESE Business School, Instituto de Empresa, London Business School, RSM Erasmus University</i>	<i>Boarding buses in front of the Hotel</i>
7:00 p.m.	EXPLORE BARCELONA ON YOUR OWN	
Tuesday, November 1		
8:00 a.m. – 5:00 p.m.	REGISTRATION DESK OPEN	<i>Tarragona - 2 Level</i>
8:00 a.m. – 5:00 p.m.	EXHIBIT HALL	<i>Tarragona - 2 Level</i>
8:30 a.m. – 9:30 a.m.	CONTINENTAL BREAKFAST	<i>Tarragona - 2 Level</i>
9:30 a.m. – 11:00 a.m.	PLENARY SESSION II: Innovation Happens but Often Somewhere Else: Sharing Innovation Thomas Groth, Chief Visioneer, Corporate Strategic Insight Office, Sun Microsystems, Inc. <i>Sponsored by University of Washington, University of California, Irvine and GMAC</i>	<i>Lleida - 2 Level</i>
11:00 a.m. – 11:30 a.m.	BREAK <i>Sponsored by Bradley University and Corporate Members</i>	<i>Tarragona - 2 Level</i>
11:30 a.m. – 12:15 p.m.	CONCURRENT SESSIONS (7 – 12)	
<i>Session 7</i>	EVEN EXECUTIVES NEED TO DEVELOP A BLUEPRINT Sylvia K. Haas, University of California, Irvine Erik W. Charles, University of California, Irvine	<i>Rosas - 2 Level</i>
<i>Session 8</i>	INTERNATIONAL WEEK IN MEXICO: VIVA LA DIFFERENCIA! Henry Lane, Institute for Global Innovation Management, Northeastern University Jose Antonio Davila, IPADE Michael Pearce, University of Western Ontario	<i>Menorca - 1 Level</i>
<i>Session 9</i>	EMBRACING INNOVATION TO DESIGN A NON-TRADITIONAL CURRICULUM	<i>Sitges - 2 Level</i>

	Larry Weinzimmer, Bradley University Mitch Griffin, Bradley University	
<i>Session 10</i>	ENHANCING EMBA PROGRAMS THROUGH TECHNOLOGY Allison Gilmore, Emory University Tony Kmetty, London Business School	<i>Girona</i> - 2 Level
<i>Session 11</i>	INCREASING FEMALE PARTICIPATION IN EMBA PROGRAMS Elena Liqueete, IESE Business School	<i>Mitre</i> <i>Hall Level (Lobby)</i>
<i>Session 12</i>	MARKETING EMBA PROGRAMS – WHAT IS THE OTHER GUY DOING? Stephen Gauthier, Rollins College Alice Argeros, Rollins College	<i>Mallorca</i> - 1 Level
12:15 p.m. – 12:30 p.m.	BREAK <i>Sponsored by Bradley University and Corporate Members</i>	<i>Tarragona</i> - 2 Level
12:30 a.m. – 1:15 p.m.	CONCURRENT SESSIONS (7 – 12)	
<i>Session 7</i>	EVEN EXECUTIVES NEED TO DEVELOP A BLUEPRINT Sylvia K. Haas, University of California, Irvine Erik W. Charles, University of California, Irvine	<i>Rosas</i> -2 Level
<i>Session 8</i>	INTERNATIONAL WEEK IN MEXICO: VIVA LA DIFFERENCIA! Henry Lane, Institute for Global Innovation Management, Northeastern University Jose Antonio Davila, IPADE Michael Pearce, University of Western Ontario	<i>Menorca</i> - 1 Level
<i>Session 9</i>	EMBRACING INNOVATION TO DESIGN A NON-TRADITIONAL CURRICULUM Larry Weinzimmer, Bradley University Mitch Griffin, Bradley University	<i>Sitges</i> - 2 Level
<i>Session 10</i>	ENHANCING EMBA PROGRAMS THROUGH TECHNOLOGY Allison Gilmore, Emory University Tony Kmetty, London Business School	<i>Girona</i> - 2 Level
<i>Session 11</i>	INCREASING FEMALE PARTICIPATION IN EMBA PROGRAMS Elena Liqueete, IESE Business School	<i>Mitre</i> <i>Hall Level (Lobby)</i>
<i>Session 12</i>	MARKETING EMBA PROGRAMS – WHAT IS THE OTHER GUY DOING? Stephen Gauthier, Rollins College Alice Argeros, Rollins College	<i>Mallorca</i> - 1 Level
1:30 p.m. – 2:30 p.m.	LUNCH <i>Sponsored by Villanova University</i>	<i>Lleida</i> - 2 Level
2:30 p.m. – 3:15 p.m.	REGIONAL MEETINGS AND EXCHANGES	
	Asia/Pacific Rim	<i>Victoria</i> <i>18th Floor</i>
	Europe/Middle East/Africa	<i>Mitre</i> <i>Hall Level (Lobby)</i>
	Latin America	<i>Pedralbes</i> <i>18th Floor</i>
	Midwest USA/Canada	<i>Menorca</i> - 1 Level
	Northeast USA/Canada	<i>Girona</i> - 2 Level
	Southeast USA	<i>Mallorca</i> - 1 Level
	Western USA	<i>Rosas</i> -2 Level
	Texas	<i>Ibiza</i> - 1 Level
3:15 p.m. – 3:45 p.m.	BREAK <i>Sponsored by Bradley University and Corporate Members</i>	<i>Tarragona</i> - 2 Level
4:00 p.m. – 5:30 p.m.	PLENARY III - DEAN'S PANEL Current and Emerging Trends in the Executive MBA Market	<i>Lleida</i> - 2 Level

	Xavier Mendoza, Dean ESADE Business School Anjan Thakor, Associate Dean, Washington University in St. Louis Mike Page, Dean of Post-Experience Programs RSM Erasmus University Wei Lu, Associate Dean, Shanghai Jiao Tong University Della Bradshaw, Financial Times	
5:30 p.m. – 6:30 p.m.	TOWN HALL BOARD MEETING	<i>Lleida - 2 Level</i>
7:45 p.m.	BUSES DEPART FOR GALA DINNER	<i>In front of the Hotel</i>
8:00 p.m. – 11:30 p.m.	GALA DINNER <i>Sponsored by: Bocconi, EADA, Emory University, ESADE, IBS-Moscow, IESE Business School, Instituto de Empresa, London Business School, RSM Erasmus University</i>	<i>Barcelona ZOO Restaurant La Dama Del Paraigua</i>
Wednesday, November 2		
8:00 a.m. – 12:00 p.m.	REGISTRATION DESK OPEN	<i>Catalunya Hall</i>
8:00 a.m. – 12:00 p.m.	EXHIBIT HALL	<i>Tarragona - 2 Level</i>
8:30 a.m. – 9:30 a.m.	CONTINENTAL BREAKFAST	<i>Tarragona - 2 Level</i>
9:30 a.m. – 10:15 a.m.	CONCURRENT SESSIONS (13-18)	
<i>Session 13</i>	INTERNATIONAL LEARNING MODEL FOR EMBA PROGRAMS: F2F TEAMING, VIRTUAL TEAMING AND TEAM DECISION MAKING Rodney G. Alsup, Kennesaw State University Marcel Duhaneanu, Institute for Business and Public Administration	<i>Rosas -2 Level</i>
<i>Session 14</i>	IS YOUR EMBA PROGRAM READY FOR APPLE? LEVERAGING MULTI POINT VIDEO, IPODS AND INSIGHT CAMERA TO ENHANCE TEAM COLLABORATION Charles Jacobina, Virginia Tech University CANCELLED	<i>Sitges -2 Level</i>
<i>Session 15</i>	MARKETING AND CRM: MAXIMIZING YOUR ROI Dan Stotz, Georgia Institute of Technology	<i>Girona - 2 Level</i>
<i>Session 16</i>	DARE TO DO THINGS DIFFERENTLY: CHALLENGING BIG ASSUMPTIONS Ailsa Stewart Smith, University of Cape Town	<i>Menorca - 1 Level</i>
<i>Session 17</i>	DEGREE PROGRAMS AND SUCCESSION PLANNING: A JOINT VENTURE BETWEEN EMPLOYABILITY AND RETAINING KEY PLAYERS? Sylvain Daudel, INSEAD	<i>Mitre Hall Level (Lobby)</i>
<i>Session 18</i>	EXPORTING V. LOCALIZING EMBA PROGRAMS WHEN GOING ABROAD Larry Greiner, University of Southern California Patrick Moreton, Washington University in St. Louis Wei Lu, Shanghai Jiao Tong University	<i>Mallorca - 1 Level</i>
10:15 a.m. – 10:30 a.m.	BREAK <i>Sponsored by Bradley University and Corporate Members</i>	<i>Tarragona - 2 Level</i>
10:30 a.m. – 11:15 a.m.	CONCURRENT SESSIONS (13-18)	
<i>Session 13</i>	INTERNATIONAL LEARNING MODEL FOR EMBA PROGRAMS: F2F TEAMING, VIRTUAL TEAMING AND TEAM DECISION MAKING Rodney G. Alsup, Kennesaw State University Marcel Duhaneanu, Institute for Business and Public Administration	<i>Rosas -2 Level</i>
<i>Session 14</i>	IS YOUR EMBA PROGRAM READY FOR APPLE? LEVERAGING MULTI POINT VIDEO, IPODS AND INSIGHT CAMERA TO ENHANCE TEAM COLLABORATION Charles Jacobina, Virginia Tech University CANCELLED	<i>Sitges -2 Level</i>

<i>Session 15</i>	MARKETING AND CRM: MAXIMIZING YOUR ROI Dan Stotz, Georgia Institute of Technology	<i>Girona - 2 Level</i>
<i>Session 16</i>	DARE TO DO THINGS DIFFERENTLY: CHALLENGING BIG ASSUMPTIONS Ailsa Stewart Smith, University of Cape Town	<i>Menorca - 1 Level</i>
<i>Session 17</i>	DEGREE PROGRAMS AND SUCCESSION PLANNING: A JOINT VENTURE BETWEEN EMPLOYABILITY AND RETAINING KEY PLAYERS? Sylvain Daudel, INSEAD	<i>Mitre Hall Level (Lobby)</i>
<i>Session 18</i>	EXPORTING V. LOCALIZING EMBA PROGRAMS WHEN GOING ABROAD Larry Greiner, University of Southern California Patrick Moreton, Washington University in St. Louis Wei Lu, Shanghai Jiao Tong University	<i>Mallorca - 1 Level</i>
11:15 a.m. – 11:30 p.m.	BREAK <i>Sponsored by Bradley University and Corporate Members</i>	<i>Tarragona - 2 Level</i>
11:30 a.m. – 1:00 p.m.	PLENARY SESSION IV Guiding Companies into the Unknown: A Task for Superheros F. Peter Cuneo, Vice-Chair of the Board of Marvel Enterprises, Inc. <i>Sponsored by University of Michigan and GMAC</i>	<i>Lleida - 2 Level</i>
1:00 p.m. – 2:00 p.m.	TAPAS & CAVA <i>Sponsored by Saint Joseph's University</i>	<i>Top City 19th Floor</i>

***All events subject to change.**

We hope you enjoy your stay in Barcelona. If you need anything, please seek out the members of ...
Your Executive MBA Council Planning Committee!

Jana Allen, Baylor University – Co-Chair
Dianne Bevelander, RSM Erasmus University – Co-Chair
Jeff Bieganeck, University of Minnesota
Ella Boniuk, RSM Erasmus University
Jordi Brunat, ESADE
Susan Carver, University of Alabama
Mary Clark, Washington University
Jordi Diaz Martin, EADA
Anne Mette Dissing, Copenhagen Business School
Roberto Dona, SDA Bocconi
Mary Lynn Gillespie, eventAcuity
Audrey Haas, Boston University
Tony Hansford, University of California, Irvine

Lyn Hoffman, London Business School
Carrie Hurd, eventAcuity
Maury Kalnitz, Executive MBA Council
Viktoria Kish, International Study Programs
Elena Liquete, IESE Business School
Maria-Eugenia Marin, Instituto de Empresa
Karen Mc Lintock, Executive MBA Council
Cathy Molony, University of Pennsylvania
Maria Radulovic, Emory University
Carlos Ruiz, IPADE
Ashot Seferian, IBS Moscow
Luis Umana Timms, RSM Erasmus University
Barry Van Dyck, University of Notre Dame

Special recognition for their time, talent and work on behalf of this conference:

Sean Luus
Darlene Gorrill

Dawn Mathers

Special Thanks to our Sponsoring Schools, Corporate Members & Contributors:

The Accent Group
AIH Destination Management
Bradley University
University of California, Irvine
Campus Text, Inc.
Columbia University
EADA- International Management Development Centre
Emory University, Goizueta School of Business
ESADE Business School
Financial Times
Global Tracks
IBS Moscow
IESE Business School
Instituto de Empresa
GMAC

Harvard Business School Publishing
International Study Programs
Ivy Software
London Business School
University of Michigan
University of North Carolina
Orion Worldwide Travel, LLC.
RSM Erasmus University
Saint Joseph's University
SDA Bocconi
Thomson Higher Education
Villanova University
University of Washington
The Washington Campus

See you in Baltimore in 2006!