

Executive MBA Council Conference set for Oct. 30-Nov. 2 in Barcelona, Spain

June 1, 2005

The Executive MBA Council will hold its annual conference Oct. 30-Nov. 2 in Barcelona, Spain, at the Princesa Sofia Gran Hotel.

The Executive MBA Council Conference attracts participants from throughout the world, offering insights into current trends, best practices, and cutting-edge developments that impact Executive MBA Programs worldwide. The conference features a toolkit for new staff and administrators, keynote speakers, and concurrent sessions on diverse topics.

The 2005 conference theme, ‘Dare to Be Different: The Challenge of Innovation in Executive MBA Education,’ emphasizes the sharing of best practices and global collaboration.

“We are in a great place to dare to be different,” says Jana Allen, conference co-chair, Executive MBA Council board member, and director of the Executive MBA Program at Baylor University in Dallas, Texas. “Conference participants will not only have the opportunity to engage fully in a first-class conference, but they also will be surrounded in Barcelona by the influence and legacy of some of the greatest artistic innovators: Gaudi, Picasso, and others.”

The conference brings together staff, faculty, and others who work in the Executive MBA industry. At the conference, the council also presents the results of its research on Executive MBA programs and students.

“Our hope in having this conference in Barcelona is that participants will come network and learn innovative ways to enhance their programs, as well as experience the beauty and culture of Barcelona,” says Dianne Bevelander, conference co-chair, Executive MBA Council board member, and director of degree programs at RSM Erasmus University – Rotterdam, The Netherlands.

Member schools in Spain that are assisting the council with the conference include EADA, ESADE, IESE, and Instituto de Empresa.

Updates about the conference are available on the council web site at www.embac.org/conference.

The Executive MBA Council fosters excellence and innovation worldwide in Executive MBA Programs, as well as other in business-related degree programs for professionals. The council provides a place for programs to share best practices and gathers data that helps members improve their programs and that reveals the importance of business degree programs for professionals. The council has more than 200 member colleges and universities worldwide, which offer more than 300 programs in 25 countries.

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