



Stockholm School of Economics

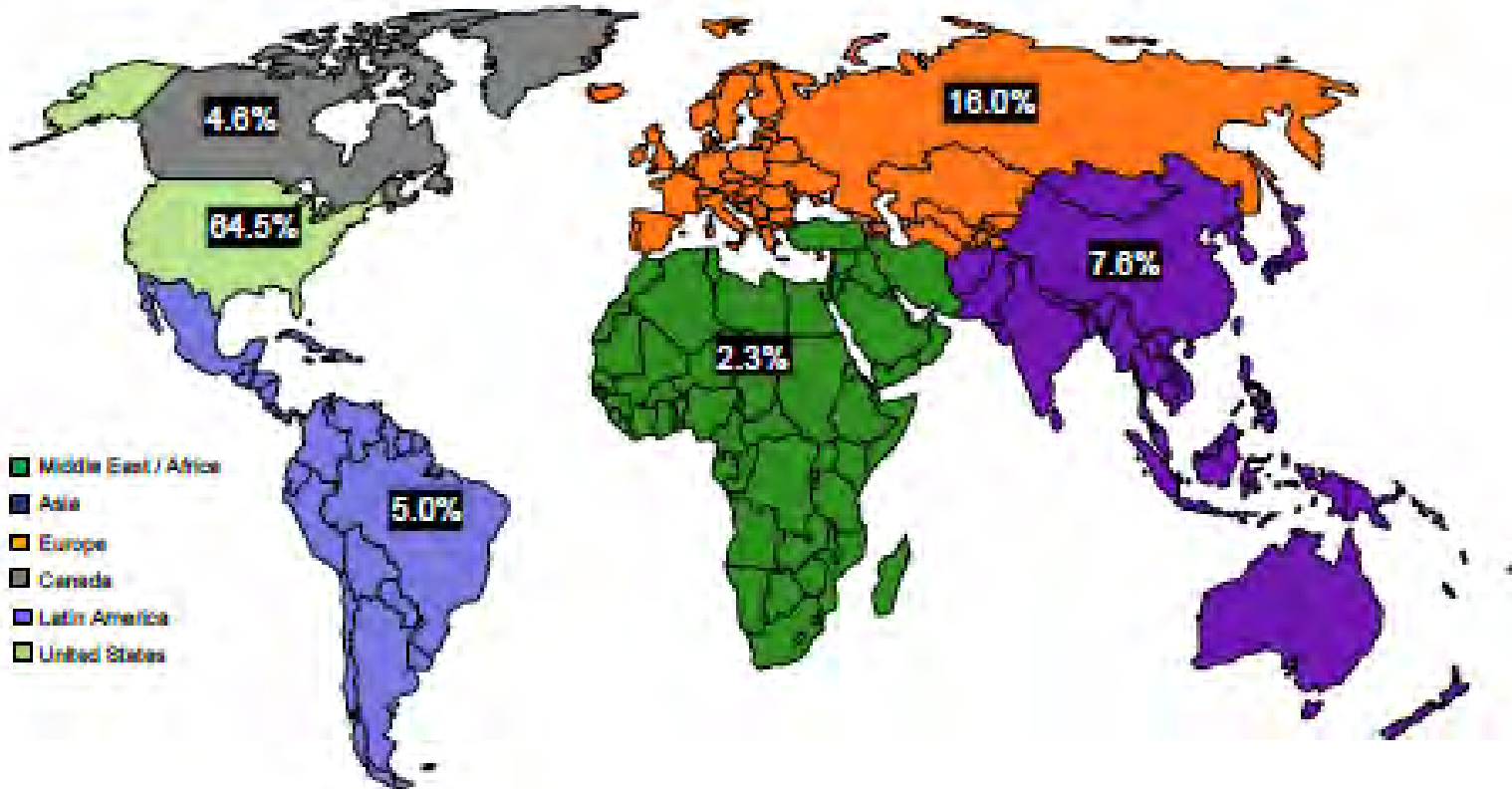
EMBA Council Network – how to take advantage?

Regional meeting May 12, 2015

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Europe+Middle East+Africa region (18,3%)

A3a. Directory Region – Please list the geographic region where your program is delivered. [MANDATORY]



Regional profile

- **Member schools in 22 countries in region** (Belgium, Denmark, Egypt, Finland, France, Germany, Hungary, Ireland, Israel, Italy, Lebanon, Netherlands, Norway, Poland, Portugal, Romania, Russia, South Africa, Spain, Sweden, Switzerland, UK)
- **41 member schools with main campus in region**
- **16% of EMBAC member schools**
- **54 programs participating in 2014 program survey**

Member schools (main campus)

- Aalborg University
- **Aalto University**
- Aarhus School of Business
- Alexandria University
- American University of Beirut
- **BI Norwegian Business School**
- Bocconi University
- City University
- **Copenhagen Business School**
- Corvinus University
- EADA
- E.M. Lyon
- **ESADE**
- ESSEC
- ESIC Business School
- **HEC Lausanne**
- **HEC Paris**
- **HHL Leipzig Graduate School of Management**
- **IE Business School**
- IBS Moscow
- IESE Business School
- **IMD**
- **INSEAD**
- Institute for Business Administration in Bucharest
- ISCTE
- Kozminski University
- **London Business School**
- MIB
- Moscow School of Management – Skolkovo

Member schools (main campus)

- **Politecnico di Milano**
- **RSM Erasmus University**
- **Stockholm School of Economics**
- **Technical University of Denmark**
- Tel Aviv University
- University College Dublin
- University of Cape Town
- **University of Mannheim**
- **University of St Gallen**
- University of the West of Scotland
- **Vlerick Leuven Gent Management School**
- **WHU – Otto Beisheim**

Regional meetings

- *2016 – TBD (Volunteers? Format? Finance?)*
- **2015 – BI, Norway**
- 2014 – HEC, Paris
- 2013 - Stockholm School of Economics, Stockholm
- 2012 - RSM Erasmus University, Rotterdam
- 2011 – Politecnico di Milano, Milan
- 2010 – Copenhagen Business School, Copenhagen
- 2009 – IE Business School, Madrid
- 2008 - NA
- 2007 – NA
- 2006 – European Institute of Purchasing Management, Archamp
- 2005 - NA
- 2004 – RSM Erasmus University, Rotterdam

How to take advantage?

- EMBAC regional meeting annually –next year ?
- Annual EMBAC conference (Singapore October 25-28)
 - Present at concurrent sessions
- Marketing & Admissions Program
- Webinars (upcoming June 9th with Della Bradshaw (FT) on ranking)
- Research
 - Membership program survey (free of charge)
 - Entry , Midterm, Exit and Alumni surveys
 - Employer Outcomes Assessment
 - Future of Management Education – Phase 2

How to take advantage?

■ Network

- EMBAC website
- LinkedIn EMBA Council group
- LinkedIn EMBA Council European Region group (you should all have received an invitation)

■ Promoting the industry

- Articles, interviews, spokesperson
- Executive Connections

■ Prospective Student website

- Free marketing space
- Facts about member programs

Topics for discussion last year in Paris

- How can we as a region better "use" EMBA Council?
- How can we develop as an EMBA Council region?
- What new members in the region should we try to recruit?
- How can we as members of EMBA Council together promote the EMBA brand and be the voice of the industry?
- Common challenges we could address together? E.g. more women?

Ideas generated:

- Have some sort of regional documentation (after regional meeting). Also contact schools (10 each) and ask "what would you like to see at next European meeting?"
- Offer optional extra day (at charge) for personal development in conjunction with regional meeting
- Leverage on the 22 different countries and 22 different cultures in the region. Submit conference proposals for 2015 conference on this topic (and other)
- Set up virtual meeting with your specific subgroup for information exchange. This will allow us to get into more industry-focussed topics
- Create a ~~LinkedIn~~ group for the region to be able to keep the network and information sharing going

Ideas generated cont....:

- Exchange arrangement between schools? Can we get ERASMUS funding?
- Focus the regional meeting more
- Ranking as a topic to discuss, to be able to speak with one voice
- Different format/setup for regional meeting. End with dinner? Lunch-to-lunch? Table topics?
- Have meeting after program survey results are released
- Location of conferences?
- How to attract more women to our programs? Here we could share what we do, highlight research and partner with other organisations

Ideas generated cont.....:

- Have our voice better heard in the region. How to reach different channels?
- EMBAC as the contact with the national accreditation agencies? Data to help us (global data from an official source)
- Be careful using ~~"European"~~ when describing the region
- National "investigators"; why weren't you at the meeting?
- Video conferences to complement regional meeting
- Can the EMBAC facilitate cross-alumni event?
- What happens after the degree? Sharing on topic
- Go and visit each other, do thinks together, collaborate more. Share.



Committment to action?



Thank you!