

## **Executive MBA Council 2006 Conference Oct. 21-24 in Baltimore**

The Executive MBA Council will hold its annual conference Oct. 21-24 in Baltimore, Md. 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 2006 conference theme is “Navigating in a Sea of Change.”

“Today’s overcrowded industries organizations, including Executive MBA programs, are fighting over a shrinking profit pool and more limited number of customers. Competition is fierce and the rate of change is fast and furious,” said Darlene Brannigan Smith, conference chair, Executive MBA Council board member, and associate dean, University of Baltimore Merrick School of Business. “Competition is coming from global programs, niche programs, and from non-traditional programs. As such, EMBA programs can either continue to compete head-on or search for value innovation. They have to choose between sailing into a blue ocean of uncontested market space or a red ocean with its crowded and competitive shark-invested waters. Conference participants will gain insights and direction in applying the powerful blue ocean strategy, created by Professors Chan Kim and Renée Mauborgne from INSEAD.”

Ralph G. Trombetta, a senior blue ocean strategy expert in the global Value Innovation Network founded by Kim and Mauborgne, will conduct the plenary session on blue ocean strategy. Other plenary speakers include Stephen Lundin, author of *Fish! A Remarkable Way to Boost Morale and Improve Results*.

The Executive MBA Council will also celebrate its 25<sup>th</sup> anniversary at the conference. The conference site is Baltimore Marriott Waterfront, located on the edge of the city’s Inner Harbor. To register or for more information about the conference, visit [www.embac.org/conference](http://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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