



EMBA Edge Agenda

8 – 9 a.m.	Breakfast
9 – 9:15 a.m.	Introductions (Pamela Foster Brady, University of Texas at Dallas)
9:15 – 10:15 a.m.	Contextualizing the Value of Your Role (Karin Wistrom, Stockholm School of Economics) <i>Learn to manage expectations from the dean's suite to the students.</i>
10:15 – 10:30 a.m.	Break
10:30 p.m. – 11 a.m.	Understanding the EMBA Student (Karin) <i>Who is the current EMBA student, what are their expectations and what can administrators expect in the next 3 years?</i>
11 a.m. – Noon	The Future of the MBA (Elmer Almachar, Northwestern University, Kellogg) Intro and Breakout Session <i>Explore Executive MBA challenges – global integration, tuition reimbursement, hybrid delivery, curriculum relevancy, and the return on education – and collaborate with your peers to create best practices.</i>
Noon – 1 p.m.	Lunch (Continue Breakout discussion)
1:00 – 2 p.m.	The Future of the MBA (Elmer) Report out and conclusion
2:00 – 2:15 p.m.	Break
2:15 – 3:15 p.m.	The Value of Networking (Michael Desiderio, EMBAC, and Pamela) <i>As an EMBAC member learn about the resources that are available to you and begin your networking at the conference.</i>
3:15 – 3:30 p.m.	Break
3:30 – 4 p.m.	Navigating the Conference (Pamela) <i>How to best experience the magic of the EMBA Council Annual meeting.</i>
4 – 4:30 p.m.	Evaluation and Feedback