

**TOPIC KEY  
CONCURRENT  
SESSIONS**

A&M Admissions & Marketing	CE Corporate Engagement	I&D Inclusion & Diversity
AE Alumni Engagement	CI Curriculum Innovation	PM&O Program Mgmt & Operations
CD Career Development	FT Future Trends	WP Working Professional

**MONDAY / OCT. 26**
**(TUESDAY, OCT. 27—AS NOTED)**
**TIME ZONES**

Central European times listed reflect Oct 25th time change to Standard Time

		EASTERN	PACIFIC	CENTRAL EUROPEAN	CHINA STANDARD
<b>EMBAC—THEN &amp; NOW</b> • Times change but the community thrives! The energy begins here!		8:00 am-8:30 am	5:00 am-5:30 am	1:00 pm-1:30 pm	8:00 pm-8:30 pm
<b>PLENARY: HARNESSING YOUR POWER TO CREATE CHANGE</b> • CNN Hero Derreck Kayongo shares lessons in harnessing inspiration and innovation to help you move forward with the next EMBA evolution. / Derreck Kayongo, <i>Founder, Global Soap Project, Former CEO, National Center for Civil and Human Rights</i>		8:30 am-9:30 am	5:30 am-6:30 am	1:30 pm-2:30 pm	8:30 pm-9:30 pm
<b>NETWORKING BREAK</b>		9:30 am-10:00 am	6:30 am-7:00 am	2:30 pm-3:00 pm	9:30 pm-10:00 pm
<b>PLENARY: WORKING PROFESSIONAL EDUCATION—A BROADER VIEW</b> • A panel discussion of the challenges and opportunities facing the working professional education space. / MODERATOR: Michael Desiderio, <i>Executive Director, EMBAC</i> PANELISTS: Stephan Kanlian, <i>Professor, Chairperson Master's Degree Program, Fashion Institute of Technology</i> ; Ying Zhao, <i>Managing Editor, Whichmba.net</i> ; Jamie Breen, <i>Assistant Dean, MBA Programs for Working Professionals, UC Berkeley</i>		10:30 am-11:30 am	7:30 am-8:30 am	3:30 pm-4:30 pm	10:30 pm-11:30 pm
<b>CONCURRENT SESSIONS</b>	<b>A&amp;M</b> <b>GOING HYBRID</b> • Increased applications, enrollments, and flexibility for students. Lessons from Duke & UCLA after altering their programs. / Erika Elaine Glander and Dan McCleary, <i>Duke University</i> ; Shannon Bell, <i>UCLA</i>	11:45 am-12:45 pm	8:45 am-9:45 am	4:45 pm-5:45 pm	11:45 pm-12:45 am
	<b>A&amp;M</b> <b>THE PANDEMIC PIVOT: THE LBS EXPERIENCE SHIFTING TO VIRTUAL</b> • Discarding traditional planning and timelines we'll explain how registrations exploded and attendance quadrupled. Be prepared to share about our "new normal." / Arnold Longboy, <i>London Business School</i>				
	<b>CD</b> <b>HOW TO LEVERAGE TECHNOLOGY TO DIGITIZE A CAREER CURRICULUM</b> • We'll take you through how we re-invented and digitized our EMBA career curriculum to deliver customization, flexibility and high engagement / Stella Mantechou, <i>INSEAD</i>				
	<b>CI</b> <b>EFFECTIVE ONLINE EDUCATION—WHAT IT TAKES TO DELIVER IT</b> • Effective online learning results from careful instructional design and planning, using a systematic model for design and development. / Patrick Fitzgerald, <i>American University of Beirut</i>				
	<b>FT</b> <b>USING AI FOR LEADERSHIP DEVELOPMENT</b> • To measure the EMBA students' continuous development, FDC created a leadership index, My Transformative Potential, using Watson capabilities. / Marcele Gama and Paul Ferreira, <i>Fundacao Dom Cabral</i>				
	<b>PM&amp;O</b> <b>DELIVERING EXECUTIVE VANTAGE THROUGH CONTENT INTEGRATION</b> • Join us to explore a strategic approach to content integration between theory and practice and cross-functional learning for the EMBA. / Dr. Hari Natarajan, Kimberly Migoya and Cristina Raecke, <i>University of Miami</i>				
	<b>WP</b> <b>A PATH NOT TAKEN</b> • EMBA was his first choice but a high caliber candidate chose a different path. A discussion with the actual candidate and programs delivers key insights. / James Goodnow, <i>Fennemore Craig</i> ; Bernadette Birt, <i>Wharton School</i> ; Johanna Hising DiFabio, <i>MIT</i> ; Colette Feldges, <i>Northwestern University</i>				
	<b>A&amp;M</b> <b>EXECUTIVE ASSESSMENT—LATEST UPDATES, TRENDS, AND OUTCOMES</b> • Hear from admissions leaders and students from Columbia and Duke about how the Executive Assessment helped them meet their admissions goals. / Manish Dharia, <i>Graduate Management Admission Council (GMAC)</i> ; Angela Jung, <i>Russell Reynolds</i> ; Amanda Carlson, <i>Columbia University</i> ; Connie Swarts and Benjamin Helmrath, <i>Duke University</i>	1:00 pm-2:00 pm	10:00 am-11:00 am	6:00 pm-7:00 pm	<b>(TUESDAY)</b> 1:00 am-2:00 am
	<b>CD</b> <b>CAREER IMPACT IN THE TIME OF CORONA</b> • Adapting to new career realities—hear about our new curriculum; a programme to support students facing redundancy & a Year 3 offer. / Jane Charlton and Paul Drew, <i>London Business School</i>				
	<b>CI</b> <b>TEACHING A CASE ACROSS THE CURRICULUM: THE BOEING 737 CRISIS</b> • The EMBA curriculum often is siloed. This presentation describes the design of the use of a case to integrate learning across courses. / Nate Bennett, <i>Georgia State University</i>				
<b>FT</b> <b>NEW CHALLENGES FOR EMBA PROGRAMS—LIKELY FUTURES</b> • EMBA environment has changed a lot in the last ten years, and future trends will likely confirm changes already occurred in a VUCA society / Jose Ramon Gutierrez, <i>ESIC Business and Marketing School</i>					



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I&D	ADDRESSING DIVERSITY, EQUITY, & INCLUSION IN EMBA PROGRAMS • Participants will leave this session with ideas of DEI strategies they can employ, from recruitment to teaching about to managing DEI issues / Robert M. Sheehan, Jr., Ph.D. <i>University of Maryland</i> ; Joyce Russell, PhD and Terrill Drake, <i>Villanova University</i>				
WP	INTEGRATING ONLINE DEGREE/CERTIFICATE OPTIONS IN EMBA • Discussion of the integrated Smeal professional graduate portfolio and online degree/certificate stacking and the options it offers to EMBA. / Brian Cameron, <i>Pennsylvania State University</i>				

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**TUESDAY / OCT. 27**

(WEDNESDAY, OCT. 28—AS NOTED)

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<b>NETWORKING BREAK</b>		9:00 am-9:30 am	6:00 am-6:30 am	2:00 pm-2:30 pm	9:00pm-9:30 pm
CORPORATE MEMBER SESSIONS	<b>OPTIONALITY MATTERS: NAVIGATING THROUGH THE NEW COVID ERA</b> • At WorldStrides, we know flexibility is key during these uncertain times. Come explore your options, including domestic, virtual & hybrid. / Michael Smith, Lauren Reppa, and Kelly Bryant, <i>WorldStrides Custom Programs</i>	9:45 am-10:15 am	6:45 am-7:15 am	2:45 pm-3:15 pm	9:45pm-10:15 pm
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	<b>ONLINE EDUCATION &amp; FLEXIBLE STUDY PROGRAMS WITH ISP</b> • Join us for an introductory session showcasing exactly how ISP ensures your learning objectives are met high-impact online & offline formats. / Monika Zizkova Vodickova and Radmila Majerova, <i>International Study Programs</i>				
	<b>THE 5 MOST IMPORTANT GRADUATE MARKETING/RECRUITMENT INSIGHTS</b> • Uncover the top 5 trends that have led to enrollment success across more than 120 graduate business programs, including 2020 market data. / Anthony Campisi, <i>Graduate Program Recruitment Solutions - GPRS</i>				
	<b>COVID VS CLIMATE: SOCIAL IMPACT IN THE NEW ERA</b> • Learn about trends and hear school's experiences with teaching socially responsible business, sustainable finance, impact investing & ESG. / Andrew Jack, <i>Financial Times</i> ; George Serafeim, <i>Harvard Business School</i> ; Mette Morsing, <i>Stockholm School of Economics</i> ; Rolando Fuentes, <i>Egade Business School</i>				
	<b>EMBA FUNNEL REIMAGINED: CUSTOMER CENTRIC MARKETING IN COVID-19</b> • We'll discuss recent trends in EMBA marketing: How are prospects evaluating EMBA programs in today's world, and what are their expectations? Alex Baranpuria and Lauren Lorenzo, <i>Ivy Exec</i> ; Catherine Calame, <i>Columbia Business School</i>				
	<b>GENERATIONAL PERSPECTIVES ON THE FUTURE OF DIGITAL LEARNING</b> • A father-daughters conversation about lessons learned and the future of effective online education post-Covid. / Jay McGoodwin, <i>Study.Net</i> ; Lauren McGoodwin, <i>Career Contessa</i> ; Alexandra McGoodwin, <i>BRAC USA</i>				
PLENARY: <b>IT ALL COMES DOWN TO LEADERSHIP</b> • Leadership in the halls: Learn from cutting-edge CEO Ken Lamneck who embraces empowerment, simplicity, communication...and neuroscience. / Ken Lamneck, <i>President and CEO, Insight</i>		10:30 am-11:30 am	7:30 am-8:30 am	3:30 pm-4:30 pm	10:30pm-11:30 pm
CONCURRENT SESSIONS	CE <b>DEVELOPING NEW EMBA PARTNERSHIPS DURING COVID-19</b> • This session will discuss the importance of increasing academic/corporate partners during COVID-19 using Fordham Gabelli as a case study. / Francis Petit and Liza Wynns, <i>Gabelli School of Business</i>	Noon-1:00 pm	9:00 am-10:00 am	5:00 pm-6:00 pm	(WEDNESDAY) Midnight-1:00 am
	CI <b>RE-DESIGNING THE INCOMING EMBA LEADERSHIP RESIDENCY!</b> • Change our Content? Yes! Our design? Yes! Our standards? No! Virtual delivery of Darden's first leadership residency for new EMBA's. / Barbara Millar, <i>University of Virginia</i>				
	FT <b>POST-COVID19 &amp; THE NEW EMBA PLAYBOOK</b> • What will future EMBA programs look like in a post-covid19 world? / Joo-Seng Tan, <i>Nanyang Technological University</i>				
	I&D <b>DIVERSITY: A COMPARISON ACROSS EMBAS IN THE EMENA REGION</b> • Join us as we compare the I&D strategies of LBS, the Stockholm School of Economics, and the Gordon Institute of Business Science / Karin Wiström and Karol Vieker, <i>Stockholm School of Economics</i> ; Louise Whittaker, <i>Gordon Institute of Business Science</i> ; Arnold Longboy, <i>London Business School</i> ; Matthew Gibb, <i>HEC Paris</i>				

TUESDAY / OCT. 27 (WEDNESDAY, OCT. 28—AS NOTED), *continued*

	PM&O	<b>VIRTUAL ENGAGEMENT ACTIVITIES: LESSONS FROM A COVID-19 WORLD</b> • An explanation and group discussion of virtual engagement for GEMBA's (from planning to facilitation including pros/cons & lessons learned). / Amanda Laird, <i>Duke University</i>	Noon-1:00 pm	9:00 am-10:00 am	5:00 pm-6:00 pm	(WEDNESDAY) Midnight-1:00 am
	WP	<b>CONTENT, PEDAGOGY, ARCHITECTURE, PURPOSE</b> • Being more strategic. Think about your program and plan your program future via the framework of Content, Pedagogy, Architecture, Purpose. / Michael Alexander, <i>Texas A&amp;M University</i>				
CORPORATE MEMBER SESSIONS		<b>REINVENTING GLOBAL IMMERSIONS AND EMBA EXPERIENTIAL LEARNING</b> • Successful Practices for Global Business Challenges & Consulting Projects in EMBA Curriculum Design. / Lloyd Edmondson and Giselle Ramos, <i>Austral Education Group</i> ; Jonathan Doh, <i>Villanova University</i> ; Balaji Koka, <i>Rice University</i>	1:15pm-1:45 pm	10:15 am-10:45 am	6:15 pm-6:45 pm	1:15 am-1:45 am
		<b>REIMAGINE YOUR INTERNATIONAL TRAVEL PROGRAMS</b> • A brief discussion on ideas for crafting your international travel programs in a way conducive to the need for physical distancing. / Michelle Eddleman, <i>Tumlar</i>				
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		<b>EMBA STUDENTS IN THE NEW NORMAL—NEW AND NEXT STRATEGIES</b> • Join RNL to learn how to use new and next tactics for 2021 and beyond: personalized video, online events & digital marketing channels. / Aaron Mahl, <i>RNL + Converge</i>				
		<b>EMBA IN 2021 AND BEYOND: NAVIGATING FORWARD WITH BUSINESSCAS</b> • See new insights into the EMBA landscape, spot developing trends and learn how BusinessCAS can help your program thrive for years to come. / Steven Taylor, <i>BusinessCAS</i> ; Toby McChesney, <i>Santa Clara University</i>				
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		<b>AMAZON MAKES BOOK BUYING EASY</b> • Buying books from Amazon can help your program save time, money, and delight students. / Gretta Kosanovich, <i>Amazon</i>				
		<b>BUILDING EVEN CLOSER BRAND &amp; STUDENT CONNECTIONS WHILE APART</b> • Deep student relationships drive programs' value. We provide targeted tips & techniques to engage students and develop intimate connections. / Barb Singer and Paul Velasco, <i>Executive Core</i>				
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	WP	<b>THE REFORM OF THE EXECUTIVE MPA AT THE HERTIE SCHOOL, BERLIN</b> • Insights from reforming the Executive Master of Public Administration (EMPA) to meet the needs of a new international professional cohort. / Axel Baisch, <i>Hertie School</i>				

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	I&D	<b>FINDING I&amp;D IN ASIA, THE CONTINENT OF CONTRASTS &amp; CONTRADICTIONS</b> • What are some approaches schools have taken to promote inclusion & diversity in Asia? What are the unique challenges for Asian schools? / Isa Luo, <i>CEIBS</i>				
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	WP	<b>BUILDING NETWORKING AND ENGAGEMENT OPPORTUNITIES FOR PART-TIME MBA</b> • How 2 top Asian MBA programs are creating opportunities for their part-time MBAs to learn and network beyond their classroom and cohort. / Nicole Tee, <i>National University of Singapore</i> ; Sachin Tipnis, <i>HKU Business School</i>				
	<b>PLENARY: IT ALL COMES DOWN TO LEADERSHIP</b> • Leadership in the halls: Learn from cutting-edge CEO Ken Lamneck who embraces empowerment, simplicity, communication...and neuroscience. / Ken Lamneck, <i>President and CEO, Insight</i>	1:45 am-2:45 am	10:45 pm-11:45 pm	6:45 am-7:45 am	1:45 pm-2:45 pm	

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**TIME ZONES**

Central European times listed reflect Oct 25th time change to Standard Time

		EASTERN	PACIFIC	CENTRAL EUROPEAN	CHINA STANDARD	
PLENARY: <b>A NEW WAY OF WORKING AND LEARNING</b> • An examination of the future of work and its impact on business schools / Andrew Crisp, <i>CarringtonCrisp</i>		8:00 am-9:00 am	5:00 am-6:00 am	1:00 pm-2:00 pm	8:00 pm-9:00 pm	
<b>NETWORKING BREAK</b>		9:00 am-9:30 am	6:00 am-6:30 am	2:00 pm-2:30 pm	9:00 pm-9:30 pm	
PLENARY: <b>HOW WILL IT END?</b> • Senior Director, Elmer Almachar explores how future resilience can help the EMBA industry capitalize on opportunities in uncertain times. / Elmer Almachar, <i>Senior Director, Executive MBA Global Network, Northwestern University</i>		10:00 am-11:15 am	7:00 am-8:15 am	3:00 pm-4:15 pm	10:00 pm-11:15 pm	
<b>EMBAC 20XX</b> • There is no standing still. We must reflect on the past, plan for the future, and act now! / Carla Adriana Arruda Vasseur, <i>EMBAC Board Chair, FDC Associate Dean MBA Programs &amp; Alumni Relations</i> ; Michael Desiderio, <i>EMBAC Executive Director</i>		11:15 am-11:45 am	8:15 am-8:45 am	4:15 pm-4:45 pm	11:15 pm-11:45 pm	
<b>CONCURRENT SESSIONS</b>	CD	<b>WORKING TOGETHER TO MAXIMIZE CAREER IMPACT</b> • The University of Georgia discusses partnering with a consultant, faculty, and coaches to improve services that impact EMBA careers. / Shannon Caldwell, Julie Staggs, and Sharon Cohen, <i>University of Georgia</i>	12:15 pm-1:15 pm	9:15 am-10:15 am	5:15 pm-6:15 pm	(THURSDAY) 12:15 am-1:15 am
	CE	<b>LESSONS &amp; OPPORTUNITIES: TRANSFORMING EVENTS TO A "NEW NORMAL"</b> • Learn from our experiences: how two recent University of Washington Foster events created student-employer connections "virtually." / Susie Buysse and Donna Sellers, <i>University of Washington</i>				
	CI	<b>INCORPORATING SOCIAL RESPONSIBILITY THROUGH A CLASS PROJECT</b> • Concrete take-aways about how to include social responsibility in your curriculum through a Social Class Project and ensure its success. / Nur Manisali, <i>ESSEC Business School Paris/Singapore</i>				
	CI	<b>PERSONALIZE THEIR WHY-CURRICULUM/RECRUITMENT/CAREER SERVICES</b> • From five student personas, we customize recruiting, curriculum, coaching and career services to deliver on uniquely defined ROI metrics. / Dr. Linda LaCoste, Dr. Suzanne Carter, and Kevin Davis, <i>Texas Christian University</i>				
	FT	<b>INSIGHTS FROM EMBAC RESEARCH</b> • This session will leverage various EMBAC research to provide insights about the EMBA industry / Jeffrey Petty, <i>HEC Lausanne UNIL</i> ; George Bobinski, <i>Binghamton University</i> ; Brian Mahoney, <i>Percept Research</i>				
	PM&O	<b>EVENT ADAPTATIONS DUE TO COVID-WE HAVE ALREADY MASTERED THIS</b> • Planning events in our changing world seems impossible. Taking a step back, we realize we have adapted events before, and we can do it again. / Mary Einfeldt, <i>Brigham Young University</i>				
	I&D	<b>FINDING I&amp;D IN ASIA, THE CONTINENT OF CONTRASTS &amp; CONTRADICTIONS</b> • What are some approaches schools have taken to promote inclusion & diversity in Asia? What are the unique challenges for Asian schools? / Isa Luo, <i>CEIBS</i>				
	WP	<b>BUILDING NETWORKING AND ENGAGEMENT OPPORTUNITIES FOR PART-TIME MBA</b> • How 2 top Asian MBA programs are creating opportunities for their part-time MBAs to learn and network beyond their classroom and cohort. / Nicole Tee, <i>National University of Singapore</i> ; Sachin Tipnis, <i>HKU Business School</i>				
<b>EXPO HALL</b>		1:30 pm-2:15 pm	10:30 am-11:15 am	6:30 pm-7:15 pm	1:30 am-2:15 am	
<b>NETWORKING—VIRTUAL SOIRÉE</b> • Of French origin "soiree" is an evening party or gathering for conversation. Relax and connect with your colleagues... you've earned it!		2:15 pm-3:00 pm	11:15 am-12:00 pm	7:15 pm-8:00 pm	2:15 am-3:00 am	



WEDNESDAY / OCT. 28 (THURSDAY, OCT. 29—AS NOTED), *continued*

		EASTERN	PACIFIC	CENTRAL EUROPEAN	CHINA STANDARD
PLENARY: <b>A NEW WAY OF WORKING AND LEARNING</b> • An examination of the future of work and its impact on business schools / Andrew Crisp, <i>CarringtonCrisp</i>		7:30 pm-8:30 pm	4:30 pm-5:30 pm	(THURSDAY) 12:30 am-1:30 am	7:30 am-8:30 am
NETWORKING BREAK		8:30 pm-9:00 pm	5:30 pm-6:00 pm	1:30 am-2:00 am	8:30 am-9:00 am
PLENARY: <b>HOW WILL IT END?</b> • Senior Director, Elmer Almachar explores how future resilience can help the EMBA industry capitalize on opportunities in uncertain times. / Elmer Almachar, <i>Senior Director, Executive MBA Global Network, Northwestern University</i>		9:30 pm-10:45 pm	6:30 pm-7:45 pm	2:30 am-3:45 am	9:30 am-10:45 am
EMBAC 20XX • There is no standing still. We must reflect on the past, plan for the future, and act now! / Carla Adriana Arruda Vasseur, <i>EMBAC Board Chair, FDC Associate Dean MBA Programs &amp; Alumni Relations</i> ; Michael Desiderio, <i>EMBAC Executive Director</i>		10:45 pm-11:15 pm	7:45 pm-8:15 pm	3:45 am-4:15 am	10:45 am-11:15 am
EXPO HALL		(THURSDAY) 11:45 pm-12:30 am	8:45 pm-9:30 pm	4:45 am-5:30 am	11:45 am-12:30 pm
CONCURRENT SESSIONS	CD	12:45 am-1:45 am	9:45 pm-10:45 pm	5:45 am-6:45 am	12:45 pm-1:45 pm
	CE				
	CI				
	CI				
	FT				
	PM&O				
	WP				
NETWORKING— <b>VIRTUAL SOIRÉE</b> • Of French origin “soiree” is an evening party or gathering for conversation. Relax and connect with your colleagues...you’ve earned it!		1:45 am-2:30 am	10:45 pm-11:30 pm	6:45 am-7:30 am	1:45 pm-2:30 pm