







TOPIC KEY  
CONCURRENT  
SESSIONS

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

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

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

		EASTERN	PACIFIC	CENTRAL EUROPEAN	CHINA STANDARD
	PLENARY: <b>INCLUSION AND DIVERSITY PANEL DISCUSSION</b> • Of paramount importance to all organizations, this panel provides a multi-faceted view of inclusion and diversity. MODERATOR: Barb Singer, CEO, Executive Core. PANELISTS: D. Keith Piques, CEO, Entrepreneur. Board Member. Global Speaker and Author. Advocate for Women in Leadership and Diversity in Tech; Erika H. James, Dean, The Wharton School	8:00 am-9:00 am	5:00 am-6:00 am	1:00 pm-2:00 pm	8:00pm-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	9:00pm-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, WorldStrides Custom Programs	9:45 am-10:15 am	6:45 am-7:15 am	2:45 pm-3:15 pm	9:45pm-10:15 pm
	<b>VIRTUAL EXPERIENTIAL LEARNING BEYOND COVID-19</b> • Southbridge Access explores the virtual experiences that universities are including to both substitute and complement international programs. / Eric Ostermeier, Southbridge Access				
	<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, International Study Programs				
	<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, Graduate Program Recruitment Solutions - GPRS				
	<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, Financial Times; George Serafeim, Harvard Business School; Mette Morsing, Stockholm School of Economics; Rolando Fuentes, Egade Business School				
	<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, Ivy Exec; Catherine Calame, Columbia Business School				
	<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, Study.Net; Lauren McGoodwin, Career Contessa; Alexandra McGoodwin, BRAC USA				
	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, President and CEO, Insight	10:30 am-11:30 am	7:30 am-8:30 am	3:30 pm-4:30 pm	10:30pm-11:30 pm
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	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, University of Virginia				
	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, Nanyang Technological University				
	I&D <b>DIVERSITY: A COMPARISON ACROSS EMBA'S 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 Viekler, Stockholm School of Economics; Louise Whittaker, Gordon Institute of Business Science; Arnold Longboy, London Business School; Matthew Gibb, HEC Paris				
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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, Austral Education Group; Jonathan Doh, Villanova University; Balaji Koka, Rice University	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, Tumlare				
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	<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, BusinessCAS; Toby McChesney, Santa Clara University				
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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, Amazon				
<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, Executive Core					
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**WEDNESDAY / OCT. 28**

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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
NETWORKING BREAK		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
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>		11:15 am–11:45 am	8:15 am–8:45 am	4:15 pm–4:45 pm	11:15 pm–11:45 pm
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	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>				
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EXPO HALL	1:30 pm–2:15 pm	10:30 am–11:15 am	6:30 pm–7:15 pm	1:30 am–2:15 am
NETWORKING—VIRTUAL SOIRÉE • 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

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