

| EASTERN TIME ZONE | MONDAY / OCT. 25  |
|-------------------|---|
| 8:00-9:00 am      | <b>40th Anniversary Jam: Welcome, Networking, and More!</b>   |
| 9:00-9:30 am      | Break   |
| 9:30-10:30 am     | <b>Influence: The Ultimate Power Tool / Robert Cialdini, PhD</b>  |
| 10:30-11:00 am    | Break   |
| 11:00 am-12 noon  | <b>What's the Data Say: Looking Back While Looking Forward / Elmer Almachar, Senior Director, Executive MBA Global Network, Kellogg School of Management, Northwestern University</b> |
| 12 noon-12:30 pm  | <b>Speed Networking</b>   |
| 12:30-1:20 pm     | <b>Concurrent Session Block 1</b> (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |
| 1:30-2:00 pm      | <b>Expo Hall</b>  |
| 2:00-2:50 pm      | <b>Concurrent Session Block 2</b> (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |

Monday plenary and concurrent sessions available on demand beginning at 8:00 pm Eastern time.

| EASTERN TIME ZONE | TUESDAY / OCT. 26   |
|-------------------|---|
| 8:00-8:30 am      | <b>EMBA World Networking</b>  |
| 8:30-9:30 am      | <b>Be the EMBA Pipeline of Corporate Diversity</b><br>MODERATOR: Barb Singer, <i>CEO, Executive Core</i><br>PANELISTS: Lori Costew, <i>Chief Diversity Officer &amp; People Strategy, Ford Motor Company</i><br>Ramona Hood, <i>President &amp; CEO, FedEx Custom Critical®</i> |
| 9:30-10:00 am     | <b>Expo Hall</b>  |
| 10:00-11:00 am    | <b>Searching for the HERO Inside: The Role of Psychological Capital on Mental Well-Being / Dr. Frank Magwegwe, Gordon Institute of Business Science, University of Pretoria</b>   |
| 11:00-11:30 am    | Break   |
| 11:30 am-12 noon  | <b>Corporate Member Content Session Block 1</b> (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |
| 12 noon-12:30 pm  | <b>Speed Networking</b>   |
| 12:30-1:00 pm     | <b>Corporate Member Content Session Block 2</b> (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |
| 1:00-1:30 pm      | Break   |
| 1:30-3:00 pm      | <b>EMBA Industry Insights &amp; Hot Topic Breakout Conversations</b>  |

Tuesday plenary and corporate content sessions available on demand beginning at 8:00 pm Eastern time.

continued >

## A Focus on Asia Sessions (Eastern Time Zone 1:00 am-4:00 am / Shanghai Time Zone 1:00 pm-4:00 pm)

| SHANGHAI TIME ZONE | WEDNESDAY / OCT. 27  |
|--------------------|--|
| 1:00-1:10 pm       | Welcome to Focus on Asia   |
| 1:10-2:10 pm       | Insights from EMBAC Research: An Asia and Global View / Michael Desiderio, <i>Executive Director, EMBAC</i>  |
| 2:10-2:40 pm       | Networking Break / Sharing session   |
| 2:40-3:40 pm       | Panel Discussion: New Technology Adoption in EMBA & Post-Graduate Programs: Challenges & Opportunities<br>MODERATOR: Joo-Seng Tan, <i>Nanyang Business School, NTU Singapore</i><br>PANELISTS: Prof Tai-Yuan Chen, <i>HKUST</i><br>Mr. Danny Bielik, <i>Regional Director, APAC, Insendi</i> |
| 3:40-3:50 pm       | Sharing of Key Takeaways / Michael Desiderio, <i>Executive Director, EMBAC</i>   |
| 3:50-4:00 pm       | Group Photo, Note of Appreciation & Closing Remarks  |

| EASTERN TIME ZONE | WEDNESDAY / OCT. 27  |
|-------------------|--|
| 8:00-8:30 am      | A Taste of Mindfulness (An Exercise) / Odile Hettler, <i>Managing Director, Odile Hettler Consulting; Lecturer, HEC Lausanne Switzerland</i>   |
| 8:30-9:30 am      | Dean's Panel<br>MODERATOR: Michael Desiderio, <i>Executive Director, EMBAC</i><br>PANELISTS: Francesca Cornelli, <i>Dean, Kellogg School of Management, Northwestern University</i><br>Sharon Hodgson, <i>Dean, Ivey Business School, University of Western Ontario</i><br>Christina Soh, <i>Dean, Nanyang Business School, Nanyang Technological University</i>   |
| 9:30-10:00 am     | Break  |
| 10:00-11:00 am    | Discover Tomorrow: What Learners Want, What Employers Want and What It All Means for Business Schools / Andrew Crisp, <i>Director &amp; Co-Founder, CarringtonCrisp</i>  |
| 11:00-11:30 am    | Expo Hall  |
| 11:30 am-12:30 pm | EMBASSADORS: Alumni As A Positive Force in Society / Alumni Panel<br>MODERATOR: Michael Desiderio, <i>Executive Director, EMBAC</i><br>PANELISTS: Siyad Abdullahi, <i>President &amp; CEO, Pro-Health Care, The Language Banc, Midwest Careers, and PT Works, LLC</i><br>Qaadirah Abdur-Rahim, <i>Chief Equity Officer &amp; Executive Director, One Atlanta: Mayors Office of Equity, Diversity, and Inclusion</i><br>Fabiana Bentes, <i>CEO, Sou do Esporte.org</i><br>Tim Gocher, <i>Founder &amp; CEO, Dolma Fund Management</i> |
| 12:30-1:00 pm     | Speed Networking   |
| 1:00-1:50 pm      | Concurrent Session Block 3 (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |
| 2:00-2:50 pm      | Concurrent Session Block 4 (see <a href="#">Sessions</a> at <a href="#">embac.org</a> )  |

Wednesday plenary and concurrent sessions available on demand beginning at 8:00 pm Eastern time.