

Executive MBA Council 2008 Conference Oct. 26-29 in Chicago

MAY 28, 2008 – With the theme “Powering the Brand, Energizing the Industry,” the 2008 Executive MBA Council Conference will take place Oct. 26-29 in Chicago. The conference attracts participants from around the globe, offering insights into trends, new developments and best practices that impact Executive MBA Programs worldwide.

“Executive MBA Programs offer students unique advantages,” says Patty Keegan, conference co-chair, Executive MBA Council board member, and managing director of the Executive MBA Program North America, University of Chicago Graduate School of Business. “As Executive MBA Program directors, we are always striving to add value to our programs and strengthen the overall Executive MBA brand. Our 2008 conference sessions will provide valuable insights on achieving those ends.”

“Effective branding of individual programs helps the industry as a whole,” says Brad Vierig, conference co-chair, Executive MBA Council board member, and assistant dean and director, Executive Education, University of Utah, Salt Lake City. “The council helps programs collectively promote the benefits of choosing an Executive MBA Program.”

Plenary speakers presenting at the conference include Tim Westerbeck, managing director and principal, Lipman Hearne, Chicago. In his session, “The Global Executive MBA Brandscape: Executive MBA Marketing Best Practices from Around the World,” participants will explore the worldwide marketing best practices that programs use to build brands. The presentation will focus on how markets are segmenting globally and what defines brand value among target audiences.

Dipak Jain, dean, Kellogg School of Management, Northwestern University, and Ted Snyder, dean, Graduate School of Business, University of Chicago, will speak on the future of the Executive MBA in another plenary session. They will discuss how the trends in business education today will impact the shape of executive education in the future and what programs can do now to strengthen their brand.

Thornton May, a respected futurist, adviser and educator whose insights on IT strategy have appeared in *Harvard Business Review*, *The Wall Street Journal*, *BusinessWeek* and numerous computer industry publications, will conduct the plenary session “Next-generation Technologies Meet the Executive MBA.” He will discuss how transformations in information technology require changes in the skill sets of executives to successfully lead the organizations of the future. May was recently named one of *eWeek*’s 100 Most Influential People in IT.

At the conference, the Executive MBA Council also will present the results of its research on Executive MBA Programs and students, including developments in the executive education sector, industry trends and return on investment.

The conference site is the Chicago Marriott Downtown Magnificent Mile. To register or for more information about the conference, visit www.embac.org/conference.

About the Executive MBA Council

The Executive MBA Council fosters excellence and innovation worldwide in Executive MBA Programs. 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. For additional information, visit www.embac.org or contact Paula

Mielke, media relations for the Executive MBA Council, 651-647-0311 or paula.mielke@embac.org.