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The AMBITION Podcast

Season Two

 ASSOCIATION
OF
AMBA
BE IN BRILLIANT COMPANY



AMBITION

Delve between the columns and panels of our award winning magazine with The AMBITION Podcast.

Released every weekday during AMBA & BGA's Business School leaders Forum from 15-26 June 2020, this podcast is geared towards Business School leaders seeking extended insights, thought leadership, and engaging discussion.

Industry opinion formers will provide commentary on the latest trends in Business education field in 30-minute episodes.

Each episode will be available on YouTube, Spotify and on the AMBA website at:

www.associationofmbas.com/the-ambition-podcast/



About the podcast

Launched in May 2016, AMBA's print and online magazine AMBITION is a fantastic resource for AMBA stakeholders and was awarded the Best Online Magazine at the MemCom Membership Excellence Awards, 2017.

In 2020, we expanded our reach by taking our ground-breaking content off the page and onto the soundwaves. The podcast will be communicated via email, print, and social media to more than 2,500 Business School decision-makers and 48,000 MBA students and graduates.

The themes and topics

Season two of the podcast will be broadcast in 10 episodes to coincide with AMBA & BGA's Business School Leaders Forum.

This exclusive two-week event will feature thought leadership from an international group of world-leading Deans and MBA Directors. They will investigate topics such as:

- **Innovative course development** – with best practice ideas from leading Business Schools
- **Lifelong learning** – building lasting relationships with alumni
 - **Digitisation** in teaching and learning platforms
- **Innovative use of AI and big data** in Business School programmes and campuses – with cutting-edge examples
 - **Responsible management and sustainability** – the latest ideas in programme development
 - **The future of Business School alliances** – building strategic and effective international relationships
- **Action learning and industry-focused business education** – nurturing entrepreneurship and employer relations

Confirmed speakers (more to be finalised)

Chris Dixon

Head of IT Partnering and Innovation, Lancaster University Management School

Lise Hammergren

Executive Vice President, BI Executive Education, BI Norwegian Business School

Efosa Ojomo

Senior Research Fellow, The Clayton Christensen Institute for Disruptive Innovation

Exposure in AMBITION's podcast offers your organisation the opportunity to place company spokespeople alongside leadership greats and to get your brand and services in front of listeners who are leaders at some of the world's leading Business Schools.

- **Sponsor a podcast** – have your organisation's logo positioned next to the podcast link on the AMBA website; and our presenter will introduce the content, and include a short description of your organisation on the final broadcast.
- **Contribute to a podcast** – all the benefits above plus a 10-15 minute interview with a member of AMBA's editorial team at the end of one of our pre-planned podcasts.
- **Podcast takeover** – have your organisation's logo positioned next to the podcast link on the AMBA website; a complete 30-minute podcast episode based on an interview between a thought leader from your organisation and a member of our editorial team; plus a leaderboard advert in one newsletter.
- **Sponsor a series** – have your organisation and its branding associated with five podcasts in a series. Work with our team to commission topics for the series, have your spokes people interviewed and make your mark on the overall content.
- **Bolt on editorial interview** – add a write-up of your podcast to AMBA's award-winning magazine as a 'sponsored interview', accompanied by an image of your commentator and a full page advertisement in the print and digital versions of the publication.

For more information contact

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