

PROGRAMME

BUSINESS SCHOOL

LEADERS FORUM 2020

PROGRAMME.

15-26 JUNE 2020

#BSLF

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ASSOCIATION  
OF  
**AMBA**<sup>S</sup>  
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**BUSINESS GRADUATES**  
ASSOCIATION  
LEADERS NEVER STOP LEARNING



## **INTRODUCING THE AMBA & BGA BUSINESS SCHOOL LEADERS FORUM 2020**

► Paul Thurston, Conference Producer, AMBA & BGA

We would like to welcome you to the AMBA & BGA Business School Leaders Forum taking place from 15 – 26 June 2020.

This digital event will take place over two weeks, incorporating interactive webinar sessions hosted by leading thinkers in business education as well as a variety of podcasts and a virtual exhibition.

Each session will focus on major trends and issues impacting on Business Schools, with insights from speakers representing some of the world's leading Business Schools and corporate organisations.

During the course of the event, we're giving you the flexibility to pick and choose the sessions you would like to attend with no restraint on the number of webinars that you can join – so if you have already signed up for one webinar, please feel free to choose as many more as you would like.

Themes to be addressed during the course of the forum include: 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; and action learning and industry-focused business education – nurturing entrepreneurship and employer relations.

AMBA & BGA is committed to offering an alternative form of thought leadership and connecting our network during this turbulent time, so I want to thank all our speakers, partners and sponsors for their support in pulling this together and I would like to wish you all a very productive and informative virtual conference experience.

**WELCOME FROM THE CONFERENCE PRODUCER**



MONDAY

—

15 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 1**

14:00 – 15:00 BST

**Online and blended: the new present –  
insight for the strategic redesign of MBA programmes**

**Speaker**

**Paolo Taticchi**

Professorial Teaching Fellow in Management and Sustainability and  
Executive Director of Global Student Experience, Imperial College  
Business School

**Session 2**

15:30 – 16:30 BST

**Developing and measuring workplace soft skills: the challenge for  
business programmes today**

**Speakers**

**Olin O Oedekoven**

President and CEO, Peregrine Global Services

**Paul Mallette**

Director of International Operations, Peregrine Global Services

MONDAY

TUESDAY

—

16 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 3**

09:30 – 10:30 BST

**Redefining social impact**

**Speaker**

**Himanshu Rai**

Director, Indian Institute of Management Indore

**Session 4**

14:00 – 15:00 BST

**Innovation in course development through partnerships with the corporate world**

**Speaker**

**Percy Marquina**

Managing Director, CENTRUM PUCP Business School

**Session 5**

15:30 – 16:30 BST

**How virtual and hybrid classrooms are transforming online learning**

**Speaker**

**Ellen Van de Woestijne**

Segment Marketing Director for Learning Experience, Barco

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WEDNESDAY

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17 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 6**

14:00 – 15:00 BST

**Building a strategy to deliver specialist Business School programmes**

**Speakers**

**Patti Brown**

Director of the Global MBA and MSc in Hospitality Management,  
ESSEC Business School

**Denis Morisset**

Director of Executive Luxury Marketing Programmes,  
ESSEC Business School

**Session 7**

15:30 – 16:30 BST

**Preparing your students for the future of work**

**Speakers**

**Amanda Bauman**

Global Student Programs, Salesforce

**Kevin Zittle**

Global Student Programs, Salesforce

WEDNESDAY

THURSDAY

—

18 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 8**

09:30 – 10:30 BST

**What is the value of the MBA in today's business environment?**

**Speaker**

**Maria José Amich**

Executive Director, The Lisbon MBA Católica | Nova

**Session 9A**

14:00 – 14:30 BST

**Geofusion: geopolitics and its impact on business education**

**Speaker**

**Norbert Csizmadia**

Former State Secretary for Hungary's Ministry for National Economy, Former Executive Director of the Central Bank of Hungary, and President of the Board at Pallas Athéne Innovation and Geopolitical Foundation

14:30 – 15:00 BST

**Liberating impact by rewarding academic intuition and sensemaking**

**Speaker**

**Wilfred Mijnhardt**

Policy Director, Rotterdam School of Management, Erasmus University

**Session 10**

15:30 – 16:30 BST

**Strategies to adapt your student recruitment in a post-Covid world**

**Speakers**

**Scott Miller**

Senior Vice President Sales, Keystone Academic Solutions

**Fabien Miard**

Senior Vice President Customer Success, Keystone Academic Solutions

THURSDAY

FRIDAY

—  
19 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

Session 11

14:00 – 14:30 BST

Internationalisation within business education: how to bridge the gap between cultures and countries

Speaker

**Aditya Singh**  
Director, Athena School of Management

Session 12

14:30 – 15:00 BST

Impact and sustainability: Understanding BGA's accreditation process

Speaker

**Victor Hedenberg**  
BGA Services Manager, AMBA & BGA

FRIDAY

MONDAY

—  
22 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 13**

14:00 – 15:00 BST

**Digital innovation in Business Schools**

**Speakers**

**Chris Dixon**

Head of IT Partnering and Innovation,  
Lancaster University Management School

**Alain Goudey**

Chief Digital Officer and Professor of Marketing,  
NEOMA Business School

**Session 14**

15:30 – 16:30 BST

**Technology as an enabler in management education and a supporter  
of lifelong learning**

**Speakers**

**Sidharth Oberoi**

Director of Global Product, Instructure

**Jonathan Perry**

Change Management Consultant, Instructure

**Matthew Evans**

Regional Director, EMEA Business Schools, Instructure

MONDAY



TUESDAY

—  
23 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 15**

09:30 – 10:30 BST

**The design and digital delivery of MBA programmes – the impact and legacy of Covid-19**  
**Speakers**

**Glen Murphy**

MBA Director, Queensland University of Technology (QUT)  
Business School

**Heather Connolly**

Director of Professional Programmes, Waikato Management School,  
University of Waikato

**Chris Vas**

MBA Director and Associate Professor, College of Business & Law,  
University of Canterbury

**Session 16A**

14:00 – 14:30 BST

**Sustainability and the role of Business Schools**

**Speakers**

**Hanna-Leena Pesonen**

Dean and Professor of Corporate Environmental Management,  
Jyväskylä University School of Business and Economics

**Session 16B**

14:30 – 15:00 BST

**Sustainable development and its importance for MBAs**

**Speaker**

**Claudine Blamey**

Head of Sustainability and Digital Strategy, Argent,  
and Former Interim Director of Sustainability, easyJet

**Session 17**

15:30 – 16:30 BST

**How to create a winning content marketing strategy**

**Speakers**

**Andy Roughton**

Managing Director  
GMAC Media Solutions, *BusinessBecause*

**Marco De Novellis**

Editor, GMAC Media Solutions, *BusinessBecause*

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WEDNESDAY

—  
24 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

Session 18A

14:00 – 14:30 BST

How Business Schools and the MBA can be the driving force for diversity and inclusion

Speaker

**Anino Emuwa**

International Management Consultant; Founder, Avandis Consulting

14:30 – 15:00 BST

Exploring the role of Lifelong learning in today's market

Speaker

**Zita Zoltay Paprika**

Vice President of International Relations and Accreditations, Corvinus Business School

Session 19

15:30 – 16:30 BST

Tips and tricks for running successful training sessions on digital platforms

Speakers

**Aisling McMahon**

Talent Development Manager, GoTo by LogMeIn

**Joseph Walsh**

Global Product Specialist, GoTo by LogMeIn

WEDNESDAY

THURSDAY

—

25 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 20**

09:30 – 10:30 BST

**Setting students up for success in an online and hybrid world**

**Speakers**

**Rob Lowe**

Sales Director, Higher Education and Digital Services, McGraw Hill

**George Hulene,**

Associate Head of School of Economics, Finance and Accounting  
(Student Experience), Coventry University

**Session 21**

14:00 – 15:00 BST

**Environment crises, evolution, and the future of Business Schools**

**Speaker**

**Angus Laing**

Dean, Lancaster University Management School

**Session 22**

15:30 – 16:30 BST

**The future of higher education admissions**

**Speakers**

**Tania Roquette**

Solutions Director, FULL FABRIC

**Oliver Matthews**

Chief Marketing Officer, Frankfurt School of Finance & Management

THURSDAY

FRIDAY

—  
26 JUNE 2020

#BSLF

PROGRAMME.  
SCHEDULE

**Session 23**

14:00 – 15:00 BST

**Building Business School alliances**

**Speakers**

**Nick Barniville**

Associate Dean of Degree Programmes and Director of the EdTech Lab,  
ESMT Berlin

**Lise Hammergren**

Executive Vice President for BI Executive, BI Norwegian Business School

**Session 24**

15:30 – 16:30 BST

**Creating pedagogically powerful learning experiences**

**Speakers**

**Terry Sweeney**

CEO, Insendi

**David Lefevre**

Chairman and Academic Adviser, Insendi

FRIDAY

## **SESSION 1: Online and blended: the new present – insight for the strategic redesign of MBA programmes**

In the past decade, the MBA market has shifted in the direction of online and blended programmes. Many MBAs now have blended elements, but it's fair to say that quality and integration of these online components varies greatly from programme to programme. In the context of online MBAs, the quality gap is greater still, with some Schools leading the game and many who have been limited to simply replacing 'distance learning' with 'online'.

Covid-19 has pushed all Schools to online delivery. While, in many cases, this has come at the cost of the student experience, it has also demonstrated the potential of online education and now forces Schools to look into this for the long term.

Schools are called to look strategically into the possibility of redesigning MBA programmes to be more resilient, to enhance student experience and to explore market opportunities. In this session, we will explore best practice for the strategic redesign of MBA programmes.

### **SPEAKER**

**Paolo Taticchi**  
Professorial Teaching Fellow in Management and Sustainability and Executive Director of Global Student Experience, Imperial College Business School

## **SESSION 2: Developing and measuring workplace soft skills: the challenge for business programmes today**

Well-developed soft skills are critical in today's workplace for both employee and employer. Research has shown a significant return on investment for organisations that reward those employees who most effectively optimise their soft skills. Therefore, it is vital that Business Schools ensure that their graduates are equipped with these requisite skills. Join us for a workshop, facilitated by Peregrine Global Services, in which we'll look at some of the main challenges Business Schools encounter when it comes to workplace soft skills.

We'll also explore:

- Current research on workplace soft skills
- AMBA accreditation requirements relating to soft skills
- How workplace soft skills are developed
- The use of experiential learning to advance soft skill acquisition  
How soft skills are taught in business and management programmes
- Tools and resources for measuring soft skills

### **SPEAKERS**

**Olin O.Oedekoven**  
President and CEO, Peregrine Global Services

**Paul Mallette**  
Director of International Operations, Peregrine Global Services

## **SESSION 3: Redefining Social Impact**

Business Schools are increasingly expected to expand their area of influence, particularly in terms of being socially conscious and creating responsible leaders.

The last decade's crises of business and leadership have led to questions over whether Business Schools are doing enough to create ethical leaders and, if they are, whether this has an impact. There is also a need for greater engagement with the community and the politico-administrative setup in which Business Schools operate.

These factors, and how Business Schools could and should act on them, will be the subject of this session. Join us to learn how it is becoming essential for Business Schools to reconstitute their mission statement and reimagine leadership, thereby creating frameworks for sustainable impact that goes beyond classrooms and boardrooms.

### **SPEAKER**

**Himanshu Rai**  
Director, Indian Institute of Management Indore

## **SESSION 4: Innovation in course development through partnerships with the corporate world**

As the war for global talent rages on, Business School links with the corporate world in enabling action learning and industry collaboration has never been more important.

In this session, Percy Marquina, Director General of CENTRUM PUCP Business School in Peru, shares his experiences of creating innovative links with the corporate world.

Percy will outline the challenges and opportunities his School faced in developing its MBA programme to leverage the capabilities of corporate partners, leading to a state-of-the-art programme to educate business leaders for a better world.

### **SPEAKER**

**Percy Marquina**  
Managing Director, CENTRUM PUCP Business School

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## **SESSION 5: How virtual and hybrid classrooms are transforming online learning**

In today's environment, Business Schools are facing a challenge. Innovation, attracting global talent, changing curricula and sudden business changes are all factors creating greater pressure around this challenge – the need to deliver training online.

Today, 17% of all formal learning hours are delivered as real-time distance learning classes and there is a growing trend towards instructor-led, virtual classrooms. When offering virtual classroom learning, it is of major importance to avoid the trap of one-way communication if you don't want to compromise student engagement.

In this session, you will learn how Barco weConnect transformed the virtual classroom experience and helped provide Business Schools, such as IESE and ESSEC, with a learning technology that enabled them to deliver an experience close to an in-classroom experience, while supporting programme changes, engaging students the same way as in class, and enabling faculty members to deliver classes without changing their teaching approach.

### **SPEAKER**

**Ellen Van de Woestijne**  
Segment Marketing  
Director for Learning  
Experience, Barco

## **SESSION 6: Building a strategy to deliver specialist Business School programmes**

There is consensus among leading market analysts and industry experts that luxury goods tend to perform better than others, even during times of economic downturn.

The reason for this lies in their innate ability to meet the demand for the 'exceptional' expressed by an increasingly growing number of customers.

In order to meet these expectations, luxury goods companies require cutting-edge design skills and outstanding craftsmanship, as well as the ability to deliver a unique customer experience and create strong associations through brand recognition.

How are Business Schools responding to this challenge? In this webinar, Patti Brown and Denis Morisset will outline ESSEC's specialist programme in luxury and how this responds to a need put forward by the market.

### **SPEAKER**

**Patti Brown**  
MBA Director, ESSEC  
Business School

**Denis Morisset**  
Director of Executive  
Luxury Marketing  
Programs, ESSEC  
Business School

## **SESSION 7: Preparing your students for the future of work**

A recent report from the International Data Corporation (IDC) found that there will be 4.2 million jobs in the Salesforce ecosystem by 2025 – it's never been a better time to teach your students the skills they will need in the future workforce.

Join Amanda Bauman and Kevin Zittle from Salesforce's Trailblazer Connect team, to hear about the free resources you can use to prepare students for this critical skillset.

Whether your students are MBA candidates already using Salesforce in their current role or undergraduate students getting ready to enter the workforce, Salesforce's virtual career fairs, soft-skill webinars, and mentorship can provide your students with the bridge between Business School and a meaningful career.

### **SPEAKERS**

**Amanda Bauman**  
Global Student Programs,  
Salesforce

**Kevin Zittle**  
Global Student Programs,  
Salesforce

## **SESSION 8: What is the value of the MBA in today's business environment?**

The current crisis has pressed the fast-forward button on history. Changes that, until now, had generated years of debate, hesitation, opposition and delay, became possible overnight. While no one can say how long this crisis will last, there seems to be unanimous agreement that the future is no longer heading where it once was, and that business leaders will have a crucial role in defining and planning towards the 'new normal'.

Renewed resistance to globalisation, the rise of the contact-free economy, the increasing scrutiny of business, and the changes to industry structures and consumer behaviour are all challenges that demand an evolving set of leadership skills, such as resilience, rapid adaptation, innovation and – first and foremost – collaboration.

This session will consider the value of an MBA education as a career-transforming and life-changing learning experience that can guide business leaders to self-awareness and leadership growth. Can the degree's potential sources of value help emerging leaders to leverage their vision as forces of change to navigate challenges successfully, both now and in the future?

### **SPEAKER**

**Maria José Amich**  
Executive Director, The  
Lisbon MBA Católica |  
Nova

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## **SESSION 9A: Geofusion: Geopolitics and its impact on business education**

Who will be the winning nations, leaders, communities of this peculiar geomoment in the 21st century?

The small, or the big countries, the strong or the fast ones, the centres or the peripheries?

Despite globalisation, the telecommunications revolution and increase in trade – your location makes or breaks careers, businesses and lives. Geography determines where global innovation, finance and consumer consumption occurs and is making the difference to people choosing where to live, work and do business. By 2030, the US, China and India will be the world's largest economies, each bigger than the next five economies put together.

The way to success requires new aspects, overall knowledge and creativity, due to the age of fusion, networks and geoeconomy and Business Schools have a role to play in securing this.

This session will be exploring how geography, geo-economics, geopolitics can be the pivotal point to future business education and future trends through the study of maps. We will explore how wealth, influence and power is shifting eastwards and how geography remains central to the new world order.

### **SPEAKER**

**Norbert Csizmadia**  
Former State Secretary for Hungary's Ministry for National Economy, and Former Executive Director of the Central Bank of Hungary, and President of the Board at Pallas Athéne Innovation and Geopolitical Foundation

## **SESSION 9B: Liberating impact by rewarding academic intuition and sensemaking**

Business Schools are in transition from being driven by research and teaching, to being driven by impact and purpose. In business academia, this is also framed as a turn towards greater responsibility. This means that knowledge development and transfer processes happen more through active engagement with societal stakeholders, from early idea generation, to the transfer of research results.

The roles and impact pathways of Business School faculty are also changing. In this session, we will focus on the link between academic careers and impact pathways. We will combine career path concepts with impact models and argue that we can liberate impact pathways by disconnecting impact from publishing and start focusing on 'forward impact' (effective academic intuition and sensemaking) instead of 'backward impact' (impact metrics).

### **SPEAKER**

**Wilfred Mijnhardt**  
Policy Director, Rotterdam School of Management, Erasmus University

## **SESSION 10: Strategies to adapt your student recruitment in a post-Covid world**

How has the coronavirus pandemic impacted student recruitment over the past few months, and what are the next steps? Join this session for a discussion centred on how Business Schools can pivot their marketing and communications activities to reduce the impact of the pandemic on recruitment, both in the current admissions cycle and in the future.

Key takeaways and trends from a survey of more than 1,000 potential students' attitudes and preferences towards MBA education post-Covid on MBAsudies.com will also be analysed. Now that a whole new group of students have experienced online learning, we'll consider whether the uptake of online MBA degrees is set to increase well past the coronavirus pandemic, and whether Business Schools should continue to expand their online offerings.

This session will also explore ways to differentiate your Business School in 2020 and beyond, looking at the rise of Generation Z, the benefits of marketing automation and personalisation, and how to find and accentuate what sets your programmes apart.

### **SPEAKERS**

**Scott Miller**  
Senior Vice President Sales, Keystone Academic Solutions

**Fabien Miard**  
Senior Vice President Customer Success, Keystone Academic Solutions

## **SESSION 11: Internationalisation within business education: how to bridge the gap between cultures and countries**

Internationalisation is a critical component in the success story of educational institutions and for Business Schools in particular, and it has become of great importance in the context of accreditations and rankings.

This session will explore the different aspects of internationalisation, its necessity and importance, and the opportunities and challenges it presents.

The current global environment has accelerated the virtualisation and digitisation of business education, and this has made internationalisation ever-more relevant and accessible to Schools in emerging economies. Key issues to be covered in this session will include:

- Internationalisation in a global context
- Internationalisation in an Indian and emerging economy context
- Pathways and types of internationalisation
- Integration of internationalisation in pedagogy
- Athena School of Management's journey in internationalisation
- Internationalisation in a post-Covid world

### **SPEAKER**

**Aditya Singh**  
Director, Athena School of Management

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## **SESSION 12: Impact and sustainability: Understanding BGA's accreditation process**

In January 2019, AMBA launched the Business Graduates Association, a membership and quality assurance body with a focus on positive impact, responsible management, and lifelong learning. This session will delve into BGA's accreditation process, looking at how it encourages Business Schools to take a more serious look at sustainability and experiential learning, while also helping the institution measure its impact on its stakeholders using BGA's bespoke Continuous Impact Model.

### **SPEAKER**

**Victor Hedenberg**  
BGA Services Manager,  
AMBA & BGA

## **SESSION 13: Digital innovation at Business Schools**

The fourth industrial revolution is affecting the roles for which Business Schools prepare students, yet they are ideally placed to help produce the student experience to match the demands of this new world.

Each year, AMBA & BGA showcases cutting-edge technology at its Global Conference – from virtual reality to holographic faculty – with the aim of empowering innovation and excellence at Business Schools.

This year, innovative and forward-thinking Business Schools will share their insights into how technology is impacting teaching and learning on their campuses. This session will also explore what the next five years hold for business education in the fourth industrial revolution, or 'Education 4.0'.

### **SPEAKERS**

**Chris Dixon**  
Head of IT Partnering  
and Innovation, Lancaster  
University Management  
School, Lancaster  
University

**Alain Goudey**  
Chief Digital Officer  
and Full Professor of  
Marketing, NEOMA  
Business School

## **SESSION 14: Technology as an enabler in management education and a supporter of lifelong learning**

As the World Economic Forum states: 'Extraordinary technological advances... [will] force us to rethink how countries develop, how organisations create value, and even what it means to be human.'

Instructure supports leading Business Schools to adapt and adopt technology to drive innovation and creativity that will allow them to take advantage of the fourth industrial revolution. Every day it becomes more evident that the future of management education will be substantially different to how we see it today.

Given their crucial role in fostering the next generation of industry leaders in a digitally powered economy, Business Schools are a powerful driving force of digital transformation in education. Join us for a panel discussion session in which we'll be discussing how Canvas plays a strategic role in this journey.

### **SPEAKER**

**Sidharth Oberoi**  
Director of Global  
Product, Instructure

**Jonathan Perry**  
Change Management  
Consultant, Instructure

**Matthew Evans**  
Regional Director,  
EMEA Business Schools,  
Instructure

## **SESSION 15: The design and digital delivery of MBA programmes – the impact and legacy of Covid-19**

This webinar will explore three different perspectives of the way in which the Covid-19 pandemic has impacted the delivery of AMBA-accredited MBA programmes, and consider the ways in which MBA programmes might approach the design and digital delivery of quality courses in the future.

Special attention will be paid to the pedagogical challenges, the engagement of teaching staff, and the critical role to be played by industry moving forward post-Covid-19.

### **SPEAKER**

**Glen Murphy**  
MBA Director,  
Queensland University  
of Technology (QUT)  
Business School

**Heather Connolly**  
Director of Professional  
Programmes, Waikato  
Management School,  
University of Waikato

**Chris Vas**  
MBA Director and  
Associate Professor,  
College of Business  
& Law, University of  
Canterbury



## **SESSION 16A: Addressing climate change: the role of Business Schools**

Climate change is undoubtedly one of the greatest challenges currently facing humankind. Mitigation and adaptation to the changes caused by the climate change are needed in all sectors of society.

Already there are changes that there for all to see, and these are only expected to escalate in the next decades, threatening many businesses as we know them today. At the same time, there is an urgent need for new solutions to fight climate change's impact, and this calls for innovations and space for new business models and markets.

With many countries and businesses now aiming for carbon neutrality by 2050 or sooner, this session will ask: 'What is the role of Business Schools in addressing climate change?'

### **SPEAKER**

**Hanna Leena Pesonen**  
Dean, Professor of Corporate Environmental Management, University of Jyväskylä School of Business and Economics

## **SESSION 16B: Sustainable development and its importance for MBAs**

In a world of 800 million people, 11% are vulnerable to climate change and its impact. Businesses need to use financial and business models to help prevent catastrophe.

Understanding the impact of decisions and barriers to progress are steps in the right direction towards the development of sustainable economies.

However, this session will address why businesses are not changing quickly enough. We will also look at the role of Business Schools and how sustainability should be integrated into every MBA programme; how MBA students can learn the key skills required to become forward-thinking leaders; and how we can challenge the business models that have resulted in the unintended, yet disastrous, consequences of today.

### **SPEAKER**

**Claudine Blamey**  
Head of Sustainability and Digital Strategy, Argent, and Former Interim Director of Sustainability, easyJet

## **SESSION 17: How to create a winning content marketing strategy**

During these disruptive times, communicating with prospective students through effective content marketing can help your Business School stay connected and top of mind. Content marketing should be a priority in your marketing planning. But, where do you begin? How do you create an effective content marketing strategy?

Join this session for practical tips on how to use content marketing to keep your candidates engaged while we navigate through this Covid-19 crisis. GMAC's content marketing experts will take you through five simple steps to create a successful content marketing campaign. Your content marketing questions will be then be answered in a live Q&A.

From this webinar, you will:

- Learn how to build a content marketing plan
- Get tips on SEO and social media
- Go away with a five-step guide to creating a winning content marketing strategy

### **SPEAKERS**

**Andy Roughton**  
Managing Director, GMAC Media Solutions, *BusinessBecause*

**Marco De Novellis**  
Editor, GMAC Media Solutions, *BusinessBecause*

## **SESSION 18A: How the MBA and Business Schools can be the driving force for diversity and inclusion**

While studies point to the correlation between diversity in leadership and performance, as well as the societal benefits, reports such as The Parker Review released in February 2020 revealed that at board level organisations are failing to meet gender diversity and ethnic minority targets. This session discusses how Business Schools with their flagship MBA programmes can take the lead in driving change towards diversity and inclusion.

### **SPEAKER**

**Dr Anino Emuwa**  
International Management Consultant and Founder of Avandis Consulting

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## **SESSION 18B: Exploring the role of Lifelong learning in today's market**

Higher education is a natural hub for establishing a lifelong learning system and the way we teach is changing rapidly. People are living longer and change industries and functions much more frequently than in the past. As such, there is an increasing demand for post-graduate and executive education.

This session will look at the needs and preferences of today's lifelong learners. It will also discuss how Business Schools' roster of programmes and courses can meet growing demand in this area, using the experience of Corvinus University of Budapest as a key example.

When it comes to learners' needs, we know that people don't always have a lot of time to study and may prefer shorter, more focused programmes. These programmes might end with a degree, but not everyone needs this. We will talk about the rising demand towards courses which simply refresh an individual's knowledge in a certain area. This could be over a single day or weekend, or over the course of a week or even a whole semester, if the topic is relevant and attractive, and if the content is exciting and the results measurable.

We will also consider programme options and format. Stackable courses, for example, are likely to offer a highly favourable solution for those who cannot afford to leave their jobs behind and for whom time is such a crucial issue. In this way, learners may collect courses step by step in a way that suits their individual needs and can even study with different Schools. In terms of delivery format, blended learning is often preferred, as this offers a balance between flexibility and opportunities for networking.

Lastly, we will consider how much of a Business School's market in this area is determined by their alumni and why Schools should look to offer a wide variety of options from master's and specialised programmes to short courses and evening classes.

### **SPEAKER**

**Zita Zoltay Paprika**  
Vice President of  
International Relations  
and Accreditations,  
Corvinus Business School

## **SESSION 19: Tips and tricks for running successful training sessions on digital platforms**

In this webinar Aisling McMahon will share her experience of running digital training sessions to ensure attendees are engaged and have the best experience pre, during, and post training.

Supporting Aisling is Joe Walsh, who will discuss his own experiences of using unified communications and collaboration tools to run digital learning.

Aisling and Joe will also examine what the 'new normal' will look like, and how to combine physical and virtual sessions to give your attendees the best possible learning experience.

### **SPEAKER**

**Aisling McMahon**  
Talent Development  
Manager, GoTo by  
LogMeIn

**Joseph Walsh**  
Global Product Specialist,  
GoTo by LogMeIn

## **SESSION 20: Setting students up for success in an online and hybrid world**

Transitioning from school/college to higher education can always prove a challenge for first-year students. It is not just an environmental change, but a different style of learning, a new set of subject matter and study topics, and a higher standard of academia.

This year, many first-year students will enter Business Schools having been away from school and college for many months, due to the Covid-19 pandemic, making this transition an even greater challenge. Faculty may also be welcoming cohorts entering university on teacher-predicted grades which may not be indicative of actual academic performance, elevating their challenge of understanding, embracing and adapting to varying student abilities early in the academic year.

McGraw Hill is helping higher education institutions worldwide conquer these challenges through its Connect HEADStart platform, launching in June, and this session will explore the thinking behind this new initiative. This session will also consider initial customer feedback, with a Business School customer joining us to share their experience on how this initiative can benefit institutions in light of the pandemic.

A fully online platform, accessible on- and off-campus, Connect HEADStart is designed to ensure comprehensive course readiness for incoming first-year students of courses in business and economics, encompassing everything from course materials and soft skills development to sections on mental health and wellbeing.

### **SPEAKER**

**Rob Lowe**  
Sales Director, Higher  
Education and Digital  
Services, McGraw Hill

**George Hulene**  
Associate Head of School  
of Economics, Finance  
and Accounting (Student  
Experience), Coventry  
University

## SESSION 21: Environment crises, evolution, and the future of Business Schools

In recent years, Business Schools have been routinely criticised as being intellectually shallow, divorced from the reality of business, and producing graduates with questionable ethics. This can leave the impression that Business Schools are doomed. Yet without denying such criticism, many parts of the higher education establishment would wish to be in the rude health in which Business Schools find themselves.

Colliding with this underlying critique of Business Schools is the impact of seismic changes across the economy and society. Rapid technological change – encompassing the digital, bioscience and energy spheres – is transforming markets, organisations, and individual behaviours, as is the regulatory change that inevitably follows such technological shifts.

Linked with massive societal changes in the form of unprecedented global migration, growing inequality and ageing populations, such multidimensional change makes for a volatile mix that has the potential to drive Business Schools to destruction.

Avoiding that fate requires an ability to evolve and adapt rapidly to the changing environment.

This session draws on the experiences of other sectors which have confronted similarly existential challenges to present an opportunity not only to understand how Business Schools could respond to such turbulence, but also what shape the sector might take in the future.

### SPEAKER

**Angus Laing**  
Dean, Lancaster University  
Management School,  
Lancaster University

## SESSION 22: The future of higher education admissions

Universities and Business Schools have some of the most demanding customers in the world: students.

As digital natives, students' expectations are set by the digital experiences they have every day. To meet these expectations, universities and Business Schools need to ensure that they can deliver a compelling and immersive digital experience that starts even before the students begin their studies. The typical way admissions success is measured won't be effective in the future.

This session will highlight some trends and best practices that will help MBA Admissions teams better analyse the multiple steps of a typical MBA admissions journey and identify ways to improve student conversion.

### SPEAKER

**Tania Roquette**  
Solutions Director,  
FULL FABRIC

**Oliver Matthews**  
Chief Marketing Officer,  
Frankfurt School of  
Finance & Management

## SESSION 23: Building Business School alliances

As global economic disruption puts ever-more pressure on Business Schools to innovate and display agility to thrive amid uncertainty, it has never been more important to develop strategic partnerships and alliances with Schools across the world to pool resources and knowledge.

The Future of Management Education (FOME) Alliance is a group of like-minded Business Schools that share a vision that online learning should have the same transformational impact as the very best face-to-face courses.

The FOME Alliance has global reach, pooling resources, knowledge, and expertise, as well as co-developing new pedagogies and collaborating on programmes. The hope is that this collaboration will lead to new knowledge, pedagogical models, technologies, and a range of innovative, high-quality online courses and degree programmes.

Join this session to hear members of the FOME Alliance discuss their latest ideas for collaboration and open innovation, with particular emphasis on the need for competitors to collaborate.

### SPEAKERS

**Nick Barniville**  
Associate Dean, Degree  
Programs, and Director,  
EdTech Lab, ESMT Berlin

**Lise Hammergren**  
Executive Vice President  
for BI Executive, BI  
Norwegian Business  
School

## SESSION 24: Creating pedagogically powerful learning experiences

How can the full student experience be best represented in an online setting? If online courses simply replace face-to-face class hours with videos and webinars, as many do, the opportunity to reshape pedagogy is lost, as is the opportunity to maximise what online education can offer.

To produce the most effective outcomes for students, experienced educators often adopt certain principles, such as experiential learning and the power of narratives, instinctively in their face-to-face modules. However, traditional learning management systems lack the teaching tools required to transfer such approaches into an online format.

Many institutions come to the conclusion that they need a platform where technology is led by pedagogy, because technology reflects not only your brand, but also your core educational values.

This session will outline how it is possible for educators to grasp the pedagogic advantages of the digital medium and create online courses with a richness of experience while also ensuring high levels of student satisfaction.

### SPEAKERS

**Terry Sweeney**  
CEO, Insendi

**David Lefevre**  
Chairman and Academic  
Adviser, Insendi