

Agenda & Session Descriptions

Thursday, 24 October

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| 5.00 pm | 6.00 pm | Registration |
| 6.00 pm | 7.00 pm | Setting the Strategic Context: Connecting to the 21st Century Learner :: Daniel Erasmus , co-founder and director of the Digital Thinking Network (DTN) :: :: Jonathan Laventhol , technology director, Imagination :: :: Kai Peters , chief executive of Ashridge Business School :: An introduction to the programme's goals, as well as perspectives on the role that technology plays in our personal and professional lives. |
| 7.00 pm | 9.00 pm | Reception and Supper |

Friday, 25 October

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| 8.45 am | 9.45 am | Working in a Wired World :: Euan Semple , independent adviser on social computing for business :: The Internet enables "globally distributed, near instant, person-to-person conversations", but are you enabling such conversations inside your organisation? Although networks have existed as long as organisations have, social tools for enterprises such as forums, social networking, weblogs, and wikis are poised to put them on steroids. This session will discuss the implementation of social computing tools at the BBC, which grew to include 29,000 staff using online forums, 5,000 using wikis, and hundreds of weblogs during Euan Semple's tenure. This session will also look at the impact that these tools had on the corporate culture and individual behaviours, and ultimately, how they transformed the BBC's ability to get things done. |
| 10.00 am | 11.00 am | What is Social Media? :: Antony Mayfield , head of social media, iCrossing :: The past few years have seen a blizzard of new names and technologies, sometimes called "social media". This session will walk through the features of the main formats (blogs, wikis, forums, and content communities) with examples of how they are being used by brands. This session will also discuss, at a strategic level, the fundamental ways social media changes the way we communicate and what that means for brands. |
| 11.00 am | 11.30 am | Coffee Break |

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| 11.30 am | 1.00 pm | <p>Putting New Technologies into Practice</p> <p>:: Pejay Belland, associate director, MBA Program Management, INSEAD :: :: Bud Lake, associate director of marketing, IE Business School ::</p> <p><i>Moderators:</i></p> <p>:: Antony Mayfield, head of social media, iCrossing :: :: Steven Rangecroft, director of corporate relations, University of Bath School of Management ::</p> <p>There is a wide range of technology solutions available to engage with prospective students and key stakeholders throughout the marketing and recruitment process. This session is broken down into two panel-led discussions during which business school practitioners will share their experiences on which new technologies worked, and which didn't, for their schools and their needs.</p> <p>The first half of the session will focus on CRM systems, a must-have discussion for all who are trying to reach out most efficiently and most effectively to prospective students and applicants. The second half will explore those technologies which enable effective brand communications online, including potential roadblocks, common mistakes, and successful technology applications for our panelists' respective programs.</p> |
| 2.00 pm | 3.30 pm | <p>Don't Lose Your Brand Strategy in the Technology</p> <p>:: Elizabeth Scarborough, president and partner, SimpsonScarborough — Intelligent Marketing ::</p> <p>Pursuing every obscure online advertising opportunity or whiz-bang technique can be costly and time consuming, and it can actually distract from your comprehensive strategy for advancing your brand.</p> <p>This session will cover the foundational elements of a good brand strategy before discussing how to evaluate the exhaustive array of new communication technology options available for you to develop your institutional brand. Institutions which have aligned the use of new technology to very deliberately reinforce their unique brand position will be highlighted.</p> <p>This session will conclude with a discussion on how to prepare for and respond to situations in which problems with or abuses of technology stand to threaten your brand.</p> |
| 3.50 pm | 4.50 pm | <p>What's Next?</p> <p>:: Daniel Erasmus, co-founder and director of the Digital Thinking Network (DTN) ::</p> <p>A review of the programme learnings, as well as a look at what is next on our communications horizons. With the cycle of technological evolutions becoming ever shorter, what will happen tomorrow that we should start preparing for today?</p> |
| 4.50 pm | 5.00 pm | Closing |