

AGENDA AT A GLANCE

Tuesday, January 22

6–8 pm **Registration**
Foyer French Parlor

6–8 pm **Reception**
French Parlor

Wednesday, January 23

7:30–9 am **Registration**
Sunset Court

8–9 am **Breakfast**
Twin Peaks

9:15–9:30 am **Welcome and Introduction**
Ralston Ballroom

David A. Wilson

President and CEO, Graduate Management Admission Council

9:30–10:30 am **Opening Keynote: How Higher Education Can Prepare Now for The 2020 Workplace**
Ralston Ballroom

Jeanne C. Meister

Partner, Future Workplace, and Co-author, *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today*

10:30–11 am **Refreshment Break**
Sunset Court

11 am–1 pm **SPECIAL AUDIENCE WORKSHOPS**

FOR SEASONED PROGRAM DIRECTORS

Inside the Program Director's Studio: Lessons Learned (and Lost) in Transition

Ralston Ballroom

FOR NEW PROGRAM DIRECTORS

You Ain't Seen Nothin' Yet: Surviving and Thriving as a New Program Director or Dean

Presidio

1–2:30 pm **Lunch**
Twin Peaks

2:30–3:45 pm **CONCURRENT SESSIONS I**

- The Importance of Public Relations and the MBA (Sea Cliff)
- Integration Across Disciplines (Marina)
- The Next Big Thing in Program Offerings (Presidio)
- Using Gamification to Engage Alumni and Students (Pacific Heights)
(Repeated on Thursday at 1:15 pm)

3:45–4 pm **Refreshment Break**
Ralston Ballroom

4–5 pm **GMAC and MBA Roundtable Updates**
Ralston Ballroom

Wednesday, January 23 (cont)

5-6 pm **Discussion Teams**
Ralston Ballroom

6:15-7 pm **Reception**
Grand Ballroom

7-8:30 pm **Dinner**
Grand Ballroom

Thursday, January 24

7:30-8:45 am **Breakfast**
Twin Peaks

8:45-9:30 am **Reflect™**
Ralston Ballroom

9:30-9:45 am **MBA Roundtable Innovator Award**
Ralston Ballroom

10 am-12:15 pm **WORKSHOPS (including a 15-minute break)**

- Exploring Leadership and Motivation: Your Role in Effectively Managing and Influencing Your Team to Achieve Results (Sea Cliff)
- Getting Your Story Straight: The Power of a Clear Narrative (Presidio)
- Sources of Authentic Leadership (Marina)

12:15-1:15 pm **Lunch**
Twin Peaks

1:15-2:30 pm **CONCURRENT SESSIONS II**

- Fostering Curricular Innovation in MBA Programs (Presidio)
- Idea Lab: Devising Breakthrough Solutions to Old Problems (Sea Cliff)
(Repeated on Thursday at 3 pm)
- Learning and Education Technologies (Pacific Heights)
(Repeated on Friday at 8:30 am)
- Using Gamification to Engage Alumni and Students (Marina)
(Repeated from Wednesday at 2:30 pm)

2:30-3 pm **Refreshment Break**
Sunset Court

3-4:15 pm **CONCURRENT SESSIONS III**

- How Online MBAs Are Changing the GME Landscape (Presidio)
- Idea Lab: Devising Breakthrough Solutions to Old Problems (Sea Cliff)
(Repeated from Thursday at 1:15 pm)
- Managing a Portfolio of Programs (Pacific Heights)
- Your Textbook Is a Vinyl Record (Marina)

4:15-5:15 pm **Discussion Teams**
Twin Peaks

Evening at Leisure

AGENDA AT A GLANCE

Friday, January 25

- 7:30–8:15 am** **Breakfast**
Twin Peaks
- 8:30–9:45 am** **CONCURRENT SESSIONS IV**
- Corporate Universities and Their Role in Executive Education (Sea Cliff)
 - Learning and Education Technologies (Pacific Heights)
(Repeated from Thursday at 1:15 pm)
 - MBA Roundtable Innovator Award Session (Marina)
 - Six Months of Integrated Reasoning: Measuring Its Performance, Building Its Value (Presidio)
- 9:45–10 am** **Refreshment Break**
Ralston Ballroom
- 10 am–Noon** **Closing Keynote Workshop: The Future Has Come and Gone and You Missed It**
Ralston Ballroom
- Jeff DeGraff**
Clinical Professor of Management and Organizations, Ross School of Business, University of Michigan
and Executive Director, Innovatrium Institute for Innovation
- Noon–12:15 pm** **Closing**
Ralston Ballroom