

# PRELIMINARY AGENDA

2010 EMBA Council Northeast Regional Meeting

**Urgency – Innovation - Leadership**

**How Has the Economic Meltdown Impacted Executive Education?**

April 19 - 20, 2010

Yale School of Management Campus • New Haven, Connecticut

<b>SUNDAY April 18, 2010</b>		
<b>Optional (for early arrivers) Bus Trip to Mohegan Sun Casino</b>		
<b>MONDAY April 19, 2010</b>		
<b>TIME</b>	<b>TOPIC</b>	<b>PRESENTER</b>
9:30 – 10:30 am	Arrival /Continental Breakfast	
10:30 – 10:45 am	Welcome and Introductions	Prof. Stan Garstka, Deputy Dean, Yale SOM Ellen Skinner, Executive Director Yale MBA for Executives: Leadership in Healthcare
10:45 – 11:15 am	EMBA Council Report: Changes & Challenges Ahead	M. Desiderio, Executive Director, EMBA Council
11:15 – 11:45 pm	EMBA Competitive Intelligence and Industry Trends (Demand for EMBA's)	B. Mahoney, Head of Client Services Percept Research
11:45 – 12:00 pm	BREAK	
12:00 – 1:00 pm	Keynote Address: Leadership, Innovation and Technology	Prof. R. Foster, Sr. Faculty Fellow Yale School of Management Former Managing Partner, McKinsey
1:00 – 2:00 pm	LUNCH	
2:00 – 3:00 pm	EMBA Administration – Pros and Cons of Centralization Case Example: Cornell Case Example: Loyola University - Maryland	T. Hambury, Director Executive Programs Cornell University M. Frese, Director Executive MBA Loyola University
3:00 – 3:30 pm	Creating an EMBA Advisory Board	J. Parker, Director , Executive Programs , Pace Univ.
3:30 – 3:45 pm	BREAK	
3:45 – 4:30 pm	Brainstorming Session: Seeking Synergies Among EMBA Programs	Moderator – C. Molony Program Director & Director of Admissions, MBA for Executives (East) The Wharton School (UPENN)
4:30 – 4:45 pm	Wrap-up Day 1	E. Skinner
5:00 – 6:00 pm	Optional Session: Health Care Reform – What's it really all about?	Dr. H. Forman, Professor of Diagnostic Radiology and Management, Yale University
<b>TUESDAY April 20, 2010</b>		
8:30 – 9:00 am	Buffet Breakfast	
9:00 – 9:45 am	Social Media –Transformational or Transitional	A. Campisi, CEO, Annodyne, Inc. (Internet Marketing)
9:45 – 10:15 am	Leveraging Social Media – “Integration of social media with traditional methods of communication”	E. Stauderman, Associate Dean Communications and Strategy Yale SOM
10:15 – 10:30 am	BREAK	
10:30 – 11:15 am	Communications/Marketing: How to Market to the Next Generation of EMBA Candidates	D. Scheid, Assistant Director Executive Programs, E. Philip Saunders College of Business, Rochester Institute of Technology
11:15 –12:00 pm	Break-out Discussion: Curriculum: Coping with the Great Recession – How Schools are Adapting	Moderator – E. Skinner Yale School of Management
12:00-1:00 pm	Meeting Wrap-up / Evaluations/ Lunch	All