

PROGRAMME.

AMBA & BGA

FESTIVAL OF EXCELLENCE

2021

27-28 JANUARY 2021

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ASSOCIATION
LEADERS NEVER STOP LEARNING



**INTRODUCING THE AMBA & BGA
FESTIVAL OF EXCELLENCE 2021
27-28 JANUARY 2021**

► Paul Thurston, Conference Producer, AMBA & BGA

The AMBA & BGA Festival of Excellence is a unique and inspirational event that will feature best practice and innovation in light of mounting global challenges from across the AMBA & BGA Network of Business Schools, with a series of virtual interactive sessions, drawing on expertise from a world-class group of thinkers, practitioners and speakers.

The Festival will showcase the innovation of Business Schools, demonstrating the achievements of the network and inspiring others to achieve excellence in the face of global volatility, acting as a celebration of achievement and highlighting new work and fresh ideas for the year ahead.

In addition, speakers representing the corporate world, will share their own innovations and discuss how these can shape the business education environment.

The theme will be around moving forward in a post-Covid 'new normal' with an onus on forward thinking, innovation, and celebration.

Each session during the Festival will take the format of a one-hour masterclass session, featuring a conversation with a panel of leaders, representing trailblazers from the corporate world, as well as Business School leaders. Each session will also conclude with an interactive Q&A.

I look forward to networking with you throughout the course of the week and I hope you find the content of the festival to be useful, practical, and thought-provoking.

WELCOME FROM THE CONFERENCE PRODUCER

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WEDNESDAY
—
27
JANUARY
2021

PROGRAMME.
SCHEDULE

Session 1
10:30 – 11:30 GMT

Innovation for success in business education

Chair

Simone Hammer

Global Marketing Director, Learning and Training Solutions, Barco

Panellists

Rob McCargow

Director of Artificial Intelligence, Technology & Investments, PwC

Manisha Mistry

Head of Digital Culture, Rolls Royce

Frank Salzgeber

Head of Innovation and Ventures, ESA Space Solutions,
European Space Agency

Bodo Schlegelmilch

Chair, AMBA & BGA, and Professor of Marketing, WU Vienna

Session 2
14:00 – 15:00 GMT

A brighter future: culture, diversity and inclusion

Chair

Peter MacDonald

Director of Business School Services, Advent Group

Panellists

Sheree Atcheson

Board Member, Women Who Code

Stephen Frost

Chief Executive Officer and Founder, Frost Included

Juan Pablo Otero

CSR and sustainability expert, TEDx speaker,
diversity and inclusion activist

Paul Sesay

CEO and Founder, Inclusive Companies

Session 3
15:30 – 16:30 GMT

Strategic Business School partnerships

Chair

Steeff van de Velde

Professor of Operations and Management, Rotterdam School of
Management, Erasmus University (RSM)

Panellists

Ralitza Iordanova

Director of Global Partnerships and Luxury brand, AccorHotels

Antonio Schuh

Director of Partnerships, Telefonica

Melanie Stralka

Partnership Development Manager, Facebook

Jon 'Jet' Theuerkauf

Chief Customer Strategy and Transformation Officer, Blue Prism

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THURSDAY

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28

JANUARY

2021

PROGRAMME.
SCHEDULE

Session 4

10:30 – 12:00 GMT

Leading change at Business Schools and inspiring lifelong learning

Chair

Ivan Mitchell

CEO, Studious Digital Education

Panellists

Ehab Abdel Hafez

Head of Talent Acquisition – Africa, Middle East and Turkey,
Johnson and Johnson

Geraint Evans

Award-winning marketing practitioner, academic, writer & speaker

Gaya Gamhewage

Head of Learning & Capacity Building, WHO Health Emergencies
Programme, World Health Organization (WHO)

Elisaveta Nojkovska

CEE Industry Executive, Higher Education, Microsoft

Bodo Schlegelmilch

Chair, AMBA & BGA, and Professor of Marketing, WU Vienna

Session 5

14:30 – 16:00 GMT

Making an impact: corporate social responsibility

Chair

Andrew Main Wilson

CEO, AMBA & BGA

Panellists

James Gomme

Director, World Business Council for Sustainable Development (WBCSD)

Celia Ouelette

CEO, Responsible Business Initiative for Justice (RBI)

Pavlina Proteou

Founder and CEO, BeyondCSR

THURSDAY

SESSION 1: Innovation for success in business education

For years, academics have used the acronym VUCA, standing for volatile, uncertain, complex, ambiguous, as a way of approaching the environment in which we operate. With Covid-19, we have moved from theory to practice.

Work and working conditions have been turned upside down by the lockdown period in most countries. Companies often had no choice – they closed their offices, buildings and plants and the majority of employees were all of a sudden either furloughed or forced to work from home.

Many news articles speculate about what the post-Covid-19 world will look like. The health crisis, the lockdown, and the fact that some people faced the death of loved ones and their own mortality are all factors that have forced us to re-examine our priorities. Today, the voices of change are getting louder: they all want their causes to be heard.

Global crises bring great leaders to the surface. They also change the very definition of leadership itself. So, moving forward, what challenges and opportunities will Business Schools have to face in the 'new normal' of business? And how will Business Schools create the leaders of the future who can not only survive but thrive in uncertain business conditions?

Innovation, creativity, disruption, entrepreneurship – and the almost clichéd idea of 'out of the box thinking' – have become the core facets of both start-up organisations and super-corporates.

But how can Business Schools hone their students' skills of innovation and creativity to thrive in complex environments categorised by volatility and uncertainty on one hand, and regulation, compliance and bureaucracy on the other?

How are boundaries being pushed in terms of creativity in theory and practice at Business Schools? What examples of innovation, radical thinking and game-changing new practices can Business Schools use in their pursuit of 'the new'? Is there value in failure and how can we mitigate that risk? How can we cultivate a spirit of enterprise and ambition within ourselves and within our cohorts?

Our panel of leaders, at the forefront of global innovation, will share their take on these challenges and offer solutions.

SPEAKERS

Chair

Simone Hammer
Global Marketing
Director, Learning and
Training Solutions, Barco

Panellists

Rob McCargow
Director of Artificial
Intelligence, Technology
& Investments, PwC

Manisha Mistry
Head of Digital Culture,
Rolls Royce

Frank Salzgeber
Head of Innovation and
Ventures, ESA Space
Solutions,
European Space Agency

Bodo Schlegelmilch
Chair, AMBA & BGA, and
Professor of Marketing,
WU Vienna

SESSION 2: A brighter future: culture, diversity and inclusion

By enabling individuals to thrive, Business Schools will prosper and grow as we emerge from the pandemic. We can expect better decision-making during times of crisis, creative ideas and innovations that will future proof our organisations and create a culture where people love being a part of your community and share this message.

As Business School leaders you can embrace diversity within all ranks to create cultures of respect and inclusion so that everybody has the opportunity to thrive. You can decide to focus your diversity strategy on one group (for example, women in leadership); or you can harness inclusivity to improve society bounce back from this pandemic and economic crisis.

As Business School leaders you can direct our organisations to improve the economic opportunities for young black people leaving school, employment prospects of disabled graduates, or the safety and security of some LGBTQ+ people living at home with homophobic families or communities.

This session will look at options for enhancing and developing diversity strategies in business education, drawing on insight from experts in the field and those who have developed diversity and inclusion initiatives in international corporate organisations – with inspiring results.

It is also an opportunity to take note of the work that is being done to create, incorporate and develop culture, diversity and inclusion practices in Business Schools, while campaigning for fair working environments across the world.

SPEAKERS

Chair

Peter MacDonald
Director of Business
School Services, Advent
Group

Panellists

Sheree Atcheson
Board Member, Women
Who Code

Stephen Frost
Chief Executive Officer
and Founder, Frost
Included

Juan Pablo Otero
CSR and sustainability
expert, TEDx speaker,
diversity and inclusion
activist

Paul Sesay
CEO and Founder,
Inclusive Companies

SESSION 3: Strategic Business School partnerships

As the war for global talent rages on, Business Schools have created links with the corporate world in order to enhance action learning, recruitment, strategic alignment, collective innovation, and industry collaboration have never been more important.

But Schools face mounting challenges in terms of leveraging the capabilities of corporate partners, understanding needs and expectations, and nurturing mutually beneficial relationships.

This session will showcase organisations that share AMBA & BGA's passion for building networks and have adopted a proactive, innovative approach to strategic collaboration.

It is designed to support Business Schools working strategically and collaboratively with (for example) another Business School / group of Schools, an employer, consultant, education partner or technology provider, social impact group, individual, charity, or other organisation.

SPEAKERS

Chair

Steef van de Velde
Board Member and Chair, IAAB, Professor of Operations and Management, Rotterdam School of Management, Erasmus University (RSM)

Panellists

Ralitza Iordanova
Director of Global Partnerships and Luxury brand, AccorHotels

Antonio Schuh
Director of Partnerships, Telefonica

Melanie Stralka
Partnership Development Manager, Facebook

Jon 'Jet' Theuerkauf
Chief Customer Strategy and Transformation Officer, Blue Prism

SESSION 4: Leading change at Business Schools and inspiring lifelong learning

Business changes continually, as do individual career paths, so in a volatile world even MBAs are challenged to keep abreast of trends and issues constantly, and make sure they are nurturing and enhancing the skills they need continuously, in order to succeed in their career trajectories.

With that in mind and considering these post-graduate reflections, Business Schools have an opportunity to remedy knowledge gaps in their alumni by keeping in contact with graduates and offering continuing lifelong learning in a variety of ways.

AMBA & BGA conducted a survey which sought to find out graduates' perceptions on lifelong learning as well as the means and frequency with which they are accessing it from their alma mater, as well as other Business Schools and further providers in the market.

This research shows that, just over a third (34%) of graduates have accessed lifelong learning post-MBA from their own institution. In saying that almost three quarters of alumni who have taken part in post-graduate lifelong learning from Business Schools saying they are either 'very satisfied' (32%) or fairly satisfied (41%), with the modules they have completed.

This session will look at the needs and preferences of today's lifelong learners.

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. 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.

This session will explore strategies and opportunities for Business Schools that are reinventing teaching and learning among students, graduates, alumni networks, and in their custom and executive education offerings. It will consider feedback from MBA and DBA alumni, and look at examples from the corporate world in terms of how continuous and lifelong learning is being addressed.

SPEAKERS

Chair

Ivan Mitchell
CEO, Studios Digital Education

Panellists

Ehab Abdel Hafez
Head of Talent Acquisition – Africa, Middle East and Turkey, Johnson and Johnson

Geraint Evans
Award-winning marketing practitioner, academic, writer & speaker

Gaya Gamhewage
Head of Learning & Capacity Building, WHO Health Emergencies Programme, World Health Organization (WHO)

Elisaveta Nojkovska,
CEE Industry Executive, Higher Education, Microsoft

Bodo Schlegelmilch
Chair, AMBA & BGA, and Professor of Marketing, WU Vienna

SESSION 5: Making an impact: corporate social responsibility

A new way to do business is emerging – purposeful, ethical and sustainable. It's disrupting established thinking around traditional profit-based models with a focus on business as a 'force for good'. But is this new business model viable?

A 'force for good' business model is proving more successful than a profit-driven approach, with the most forward-thinking organisations actively putting people and the environment first to achieve a fairer society and a more sustainable economy.

There is growing consensus that business leaders have a responsibility not only to shareholders, but also to wider society – customers, employees, suppliers, communities, and the environment. But how does this affect business education?

Putting it into the context of climate change, which is undoubtedly one of greatest challenges currently facing humankind, mitigation and adaptation to the changes caused by the climate change are needed in all sectors of society. Already the changes are there for all to see, and these are only expected to escalate in the next decade, 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.

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

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

Leaders of today are in a privileged position, as technology and their global reach give them more power to create social and sustainable value than arguably ever before. But they are also in a challenging position, because the world's problems are more serious than ever before. But purpose should not be exhausting but freeing – as we will find out in this session, which has been designed to demonstrate how Business Schools which can demonstrate their positive impact on all communities and the economy as a whole.

This session will promote the values of positive impact, innovation, sustainability, and responsible management. 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 consequences of today.

SPEAKERS

Chair

Andrew Main Wilson
CEO, AMBA & BGA

Panellists

James Gomme
Director, World Business
Council for Sustainable
Development (WBCSD)

Celia Ouelette
CEO, Responsible
Business Initiative for
Justice (RBI)

Pavlina Proteou
Founder and CEO,
BeyondCSR



BLUE PRISM

Blue Prism is a global leader in intelligent automation for the enterprise, transforming the way work is done.

Blue Prism has users in more than 170 countries and more than 2,000 businesses, including Fortune 500 and public sector organisations, that are creating value with new ways of working, unlocking efficiencies, and returning millions of hours of work back into their businesses. Its intelligent digital workforce is smart, secure, scalable and accessible to all; freeing up humans to re-imagine work.

To learn more visit www.blueprism.com and follow Blue Prism on Twitter @blue_prism and on LinkedIn.



ADVENT GROUP

Operating across the globe, Advent Group is a worldwide leader in in-person and online one-to-one education events and marketing solutions for the higher education sector.

The group organises more than 220 events in 61 countries for over 80,000 prospective MBA, EMBA and master's applicants each year. A strong international media network with highly-targeted websites, AI-powered orientation platforms, and specialised publications, Advent Group also provides instructive resources for future students and strategic marketing solutions for education providers.

Boutique executive education and corporate learning community events connect business education and Learning and Development (L&D) leaders. <https://www.unimy.com/>



BARCO NV

Barco designs technology to enable bright outcomes around the world. Seeing beyond the image, Barco develops visualisation and collaboration solutions to help you work together, share insights, and wow audiences.

Barco's focus is on three core markets: enterprise (from meeting and control rooms to corporate spaces), healthcare (from the radiology department to the operating room), and entertainment (from movie theaters to live events and attractions). In 2019, it realized sales of 1.083 billion euro. Barco has a global team of 3,600 employees, whose passion for technology is captured in 400 granted patents. Its 'weConnect' virtual classroom solution began development in 2017 and was launched in 2019. So far, it has delivered more than 125,000 classroom hours to more 250,000 participants around the world. For more information, visit Barco on www.barco.com, follow on Twitter (@Barco), LinkedIn (Barco), YouTube (BarcoTV), or like on Facebook (Barco).



STUDIOUS DIGITAL EDUCATION

As institutions grapple with delivering high quality online learning experiences for students, Studios Digital Education provides a highly sophisticated asynchronous learning offering to supplement face to face teaching.

Founded by Business School faculty in response to the need for high quality digital resources, Studios Digital Education was set up to tackle the problem of student engagement. It does so by creating interactive, gamified and accessible learning content designed for the digital native generation. Packed full of case studies, videos and activities, content is delivered in a style like that of Netflix, Tiktok and Spotify.

Studios' mobile-led app Ryze provides an enhanced learning experience for students, available whenever they want it, at a pace they control.

Studios is an award-winning social enterprise that provides premium e-learning courses and platforms for universities and organisations. <https://studious.org.uk/>



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