

# CMED 2020 Agenda At-A-Glance

November 16<sup>th</sup>-20<sup>th</sup>, 2020 (All times are Central US Time Zone)

Date	Start	End	Description
MONDAY 11/16	12:00 PM	12:45 PM	<b>Lunch with Advisory Board Members</b> - an informal talk in small groups lead by an CMED Advisory Board member assigned to your group. They will be in contact with you before the conference. This will be a chance to visit with them and address your last minute questions about the conference and meet new people.
	1:00 PM	1:30 PM	Welcome
	1:30 PM	2:45 PM	Opening Keynote <b>(K1) Fearless Positivity in a Digital World</b> <i>Amy Blankson, CEO of Fearless Positivity, Co-Founder of the Digital Wellness Institute</i>
	3:00 PM	3:30 PM	<b>Cohort Introductions</b> [Directors] Host: <b>Carnegie Mellon University</b> [Online Program Development] Host: <b>McGill University</b> [Sales and Business Development] Host: <b>University of Victoria</b> [Leadership Development] Host: <b>North Carolina State University</b>
	3:30 PM	4:30 PM	<i>Concurrent Sessions in Cohorts:</i>
	[Directors]		<b>(1A) Leading Product or Service Innovation at Your Center</b> <i>Ron Thomas, Executive Director, Executive Education, Indiana University</i> <i>Christine Kush, Executive Director, Executive Education, Case Western Reserve University</i>
	[Online Program Development]		<b>(1B) Best Practices in Online Instructional Design</b> <i>Jessica Scott, Director, PowerED™, Athabasca University</i>
	[Sales and Business Development]		<b>(1C) Engaging Customers in Difficult Times</b> <i>Chuck Black, Director, Corporate Solutions &amp; Business Development, Executive Education, Case Western Reserve University</i> <i>Jim Roach, Executive Director, Executive Education, Texas Christian University</i>
	[Leadership Development]		<b>(1D) Evolution of Leader Development</b> <i>Daniel McGurrin, PhD, Director, Executive Education, NC State University</i>
5:00 PM	6:00 PM	Networking	
TUESDAY 11/17	8:30 AM	9:45 AM	Plenary - <b>(P1) Benchmarking Survey Report - COVID 19 Edition CMED 2020 Benchmarking Survey Committee</b>
	10:00 AM	11:00 AM	<i>Concurrent Sessions in Cohorts:</i>
	[Directors]		<b>(2A) Talking About Things nobody Wants to Talk About</b> <i>Daniel Rundhaug, PhD, Executive Director of IPEX, Davenport University</i>
	[Online Program Development]		<b>(2B) Creating Engaging Online Experiences</b> <i>Paul Hunter, Director of Digital Learning, IMD</i>
	[Sales and Business Development]		<b>(2C) Show Value and ROI of Learning</b> <i>Richard Walsh, Director, Executive Education &amp; Economic Development, University of North Carolina Wilmington</i>
	[Leadership Development]		<b>(2D) Leadership Development Framework</b> <i>Tone Thomas Vaduthala, Director, Executive Education, Leeds University</i>
	11:15 AM	11:45 AM	<b>Partner's Exposition</b>
	12:00 PM	12:45 PM	<b>1:1 Meetings with Mentors</b>
	1:00 PM	2:00 PM	Plenary - <b>(P2) Growing Digital Capabilities of Your Center</b>
	2:15 PM	2:45 PM	<b>Q&amp;A with Award Nominees</b>
	3:00 PM	4:00 PM	<i>Concurrent Sessions in Cohorts:</i>
	[Directors]		<b>(3A) Building Partnerships and Alliances</b> <i>Jenifer Renshaw, Director, Executive Education, Kennesaw State University</i> <i>Jessica Scott, Director, PowerED™, Athabasca University</i>
	[Online Program Development]		<b>(3B) Designing Diverse Learning</b> <i>Nicholas Hamilton-Archer, Executive Director of Executive Education, Carnegie Mellon University</i>
[Sales and Business Development]		<b>(3C) Online Business Development</b> <i>David Lawrence, Vice President of Admissions &amp; Strategic Partnerships, Davenport University</i>	
[Leadership Development]		<b>(3D) Role of Arts in Executive Education</b>	
4:30 PM	5:00 PM	Day Wrap-Up	
5:00 PM	6:00 PM	Networking	
	8:30 AM	9:45 AM	Plenary - <b>(P3) Coaching</b>
	10:00 AM	11:00 AM	<i>Concurrent Sessions in Cohorts:</i>
	[Directors]		<b>(4A) Navigating the Uncertainty: Leveraging Skills for your Center and Yourself</b> <i>Robin Kistler, Director of Non-Degree Programs, Executive Education, University of Notre Dame</i> <i>Kris Risi, Associate Dean, Corporate, Executive Education &amp; Innovation, Drexel University</i>
	[Online Program Development]		<b>(4B) Translating Executive Development into Immediate Results</b> <i>Larry Murphy, President, Customized Executive Education and Lifelong Learning, University of Virginia</i> <i>Shaun Rozyn, Managing Director, Executive Education, University of Virginia</i>
	[Sales and Business Development]		<b>(4C) Pricing Models in Non-Degree Business Education</b> <i>Nicholas Tobey, Senior Director of Client Engagement,</i>

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Development]		<i>Executive Education, University of Arizona</i>
[Leadership Development]		<b>(4D) Inclusion is the Key to Growth: Developing Inclusive Leaders and Driving Business Results</b> <i>Nora Anderson, Executive Director, Executive Education, University of Minnesota</i>
11:00 AM	11:45 AM	Cohort Debriefs
12:00 PM	12:45 PM	<b>Lunch with Advisory Board Members</b> - an informal mid-conference check in with CMED Advisory Board member assigned to your group.
1:00 PM	2:15 PM	Keynote - <b>(K2) Imagining the Future of Learning</b> <i>Bob Kulhan, Founder &amp; CEO, Business Improv</i>
2:30 PM	3:00 PM	Cohort Introductions
2:30 PM	3:00 PM	<b>Cohort Introductions</b> [Value-Add Services] Host: <b>University of Denver</b> [Operations and Online Program Management] Host: <b>Athabasca University</b> [Marketing] Host: <b>Florida Atlantic University</b> [Voice of the Customer - Corporate L&D] Host: <b>Kennesaw State University</b>
[Value-Add Services]		<b>(5A) Experiential Learning</b> <i>Erin Erwin, Senior Partner Success Executive, Intrepid Learning</i>
[Operations and Online Program Management]		<b>(5B) Program Producer Role</b> <i>Rhiannon Williams, Program Coordinator, Executive Education, NC State University</i>
[Marketing]		<b>(5C) From Free to Fee Paying Customers</b> <i>Alba Adrian, Marketing Director, Executive Education, University of Southern California</i> <i>Arne Johnson, Marketing Manager, Continuing and Professional Studies, University of Minnesota</i>
[Voice of the Customer - Corporate L&D]		<b>(5D) Partnering with L&amp;D Community</b> Facilitator: <i>Daniel McGurrin, PhD, Director, Executive Education, NC State University</i>
4:30 PM	5:00 PM	Day Wrap-Up
5:00 PM	6:00 PM	Networking

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8:30 AM	9:45 AM	Plenary - <b>(P3) Women's Leadership</b>
10:00 AM	11:00 AM	<i>Concurrent Sessions in Cohorts:</i>
[Value-Add Services]		<b>(6A) ROI of Digital Badges and Micro Credentials</b> <i>Lesley Voigt, Director, Digital Credentials Institute, Madison College</i> <i>Peter Janzow, Vice President, Business Development, Credly</i>
[Operations and Online Program Management]		<b>(6B) Selecting Effective Online Instructors</b> <i>Wendy Fritz, Director, Learning Design, Development &amp; Innovation, Continuing Studies, University of Wisconsin-Madison</i>
[Marketing]		<b>(6C) Marketing Shifts in 2020</b> <i>Suzanne McKeown, Senior Associate Director, B2B &amp; Integrated Channel Marketing, Executive Education, Columbia University</i>
[Voice of the Customer - Corporate L&D]		<b>(6D) Changing Needs of Corporations</b> Facilitator: <i>Joe Carella, Assistant Dean, Executive Education, University of Arizona</i>
11:15 AM	11:45 AM	<b>Partner's Exposition</b>
12:00 PM	12:45 PM	<b>1:1 Meetings with Mentors</b>
1:00 PM	2:00 PM	Keynote - <b>(K3) Evolving Value Proposition of Non-Degree Business Education</b> <i>Marcus Collins, Lecturer, Ross School of Business, University of Michigan</i>
2:15 PM	2:45 PM	<b>Q&amp;A with Award Nominees</b>
3:00 PM	4:00 PM	<i>Concurrent Sessions in Cohorts:</i>
[Value-Add Services]		<b>(7A) Effective Business Simulations</b> <i>Roy Hinton, Associate Dean (retired), Executive Education, George Mason University</i> <i>Mahesh Joshi, PhD, Associate Professor of Global Strategy &amp; Entrepreneurship, School of Business, George Mason University</i>
[Operations and Online Program Management]		<b>(7B) Digital Office Technologies</b> <i>Jennifer McNabb, Director, Kellie McCaffrey, Senior Director, and CJ Colteryahn, Media Technology Specialist all at Executive Education, Carnegie Mellon University</i>
[Marketing]		<b>(7C) Marketing with No Budget</b> <i>Paige Pavlik Garrido, Assistant Director, Executive Education, Florida Atlantic University</i>
[Voice of the Customer - Corporate L&D]		<b>(7D) Designing Learning Journeys</b> <i>Noah Rabinowitz, Chief Learning Officer, Intel</i>
4:30 PM	5:00 PM	Day Wrap-Up
5:00 PM	6:00 PM	Networking

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8:30 AM	9:30 AM	<i>Concurrent Sessions in Cohorts:</i>
[Value-Add Services]		<b>(8A) Digital Escape</b> <i>Nora Ilona Grasselli, Program Director, ESMT Berlin</i>
[Operations and Online Program Management]		<b>(8B) Learning Analytics</b> <i>Janet Staker Woerner, PhD, Program Director Professional Development Outreach, University of Wisconsin-Madison</i>
[Marketing]		<b>(8C) Market Opportunity Analysis</b> <i>John Branch, Clinical Assistant Professor of Business Administration, Co-Director of Yaffe Digital Media Initiative, Ross School of Business, University of Michigan</i>

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[Voice of the Customer - Corporate L&D]	<b>(8D) Needs of Healthcare Organizations</b> Facilitators: <i>Jenifer Renshaw, Director, Executive Education, Kennesaw State University &amp; Nicholas Hamilton-Archer, Executive Director of Executive Education, Carnegie Mellon University</i>		
9:30 AM	10:00 AM	Cohort Debriefs	
10:00 AM	11:00 AM	Closing Keynote - <b>(K4) Role of Emotional Intelligence &amp; Brain Health in Management &amp; Executive Development</b> <i>Bronwyn Hoffmann MA MST PCC, Fortune 500 Consultant &amp; Executive Coach</i>	
11:15 AM	11:30 AM	Award Presentation	
11:30 AM	12:00 PM	Conference Closing	
12:00 PM	1:00 PM	<b>Lunch with Advisory Board Members</b> - an informal post-conference discussion with the CMED Advisory Board member assigned to your group.	

**Post-conference weekly meeting on emerging topics in 8 categories scheduled after the live conference based on the input from the community:**

Topical Cohort Meetings:	Dates:			
Directors	12/2/2020	1/27/2021	3/24/2021	5/19/2021
Sales and Business Development	12/9/2020	2/3/2021	3/31/2021	5/26/2021
Marketing	12/16/2020	2/10/2021	4/7/2021	6/2/2021
Online Program Development	12/23/2020	2/17/2021	4/14/2021	6/9/2021
Leadership Development	12/30/2020	2/24/2021	4/21/2021	6/16/2021
Value-Add Services	1/6/2021	3/3/2021	4/28/2021	6/23/2021
Operations & Online Program Management	1/13/2021	3/10/2021	5/5/2021	6/30/2021
Voice of the Customer - Corporate L&D	1/20/2021	3/17/2021	5/12/2021	7/7/2021