

CMED 2022 Agenda At-A-Glance

*November 16th, 17th, 18th and 19th, 2022 – In-Person
(All times are Eastern US Time Zone)*

Wednesday, November 16th, 2022 (at Marriott)

7:30 – 8:30 am Breakfast at the hotel

8:30 – 11:30 AM – **Preconferences**

1. **Directors: Managing your team and creating a process of Continuous Success** (Kelly Bean, *Principal, Heron Strategy Partners*)
2. **Marketing: Working with Centralized Marketing** (Melanie Schramm, *Associate Vice President of Marketing, Carnegie Mellon University*)
3. **Building Successful Partnerships** (Ian Stephenson, *Business Development Officer, PowerED, Athabasca University*)
4. **Custom Program Development** (Paul Slaggert, *Director of Open Enrollment Programs at Kelley School of Business Executive Education, Indiana University*)

11:30 am – 12:30 pm Lunch

12:30-1:15 pm **Welcome to the Conference, Advisory Board Introductions, Florida Atlantic University Team Welcome**

1:15 -2:00 pm **Opening Keynote - Living the Earned Life: Loose Regrets, Choose Fulfillment** (Marshall Goldsmith, *only two-time Thinkers 50 #1 Leadership Thinker in the World, executive coach, award-winning speaker, and million-selling author*)

2:00 – 2:30 pm Break

2:30 – 4:00 pm **90 Ideas in 90 Minutes** in the following areas:

1. **Center's Leadership**, facilitator: Nick Hamilton-Archer, *Executive Director of Executive Education at Tepper School of Business, Carnegie Mellon University*
2. **Marketing and Social Media**, facilitator: Melanie Schramm, *Associate Vice President of Marketing, Carnegie Mellon University*
3. **Sales and Business Development**, facilitator: Chuck Black, *Senior Director of Custom Corporate Solutions and Business Development, Executive Education, Weatherhead School of Management, Case Western Reserve University*
4. **Custom Program Development**, facilitator: Paul Slaggert, *Director of Open Enrollment Programs at Kelley School of Business Executive Education, Indiana University*
5. **Program Management**, facilitator: Julijana Curcic, *Manager, Corporate and Executive Education, College of Business, University of Louisville*
6. **Customer Experience**, facilitator: Charmaine Stack, *Director, Executive Programs Administration at University of Victoria*

4:00 – 4:30 pm Break

4:30 – 5:00 pm **Beginning with the End in Mind - Expectations, Presentation and Feedback Example – Mock up presentation and feedback** (Nicholas Tobey, *Executive Director, Executive Education, Price College of Business, University of Oklahoma*)

5:30 – 6:30 pm Reception sponsored by ExecSims

6:30 – 8:00 pm Dinner and Entertainment

Thursday, November 17th, 2022 (at FAU)

7:30 – 8:30 am Breakfast at the hotel

8:15 - 8:45 am Transportation to campus

9:00-10:00 am **Decision making in complex and competitive environments** (Chad Brinsfield, *Professor and Chair, Management Department, Opus College of Business, University of St. Thomas*)

10:00 – 10:15 am Break

10:15-11:15 am **Imagineering Ideas** (Brian Collins, *Global Innovation Consultant. Former Walt Disney Imagineer. Master Story Teller.*)

11:15 – 11:30 am Break

11:30 am – 12:30 pm **Concurrent Session A – (Center’s Leadership, Program Management, Sales and Business Development)**

1. **Center’s Leadership**, facilitator: Nick Hamilton-Archer, *Executive Director of Executive Education at Tepper School of Business, Carnegie Mellon University*
2. **Sales and Business Development**, facilitator: Chuck Black, *Senior Director of Custom Corporate Solutions and Business Development, Executive Education, Weatherhead School of Management, Case Western Reserve University*
3. **Program Management**, facilitator: Julijana Curcic, *Manager, Corporate and Executive Education, College of Business, University of Louisville*

12:30 – 1:30 pm Lunch

1:30 – 2:30 pm **Concurrent Session B – (Customer Experience, Marketing, Custom Program Development)**

1. **Marketing and Social Media**, facilitator: Melanie Schramm, *Associate Vice President of Marketing, Carnegie Mellon University*
2. **Custom Program Development**, facilitator: Paul Slaggert, *Director of Open Enrollment Programs at Kelley School of Business Executive Education, Indiana University*

3. **Customer Experience**, facilitator: Charmaine Stack, *Director, Executive Programs Administration at University of Victoria*

2:30 – 3:00 pm Break

3:00 - 4:00 pm **Panel Discussion: Drawing Inspiration and Lessons from Industries Hit Hard by the Pandemic**

4:00 – 4:30 pm Break

4:30 – 5:30 pm **Plenary: Storytelling and Body Language** (Brenda Harger, *theatre director, improviser, and professor of Entertainment technology at Carnegie Mellon University*)

5:30 – 6 pm Transportation to the Hotel

6:00 - 8:00 pm Dinner on Your Own

Friday, November 18th (at FAU)

6:30 - 7:00 am Breakfast at the hotel

7:15 – 7:45 am Transportation to campus

8:00 – 11:30 am **Challenge Yourself at the Ropes Course**

11:30 am – 12:00 pm **Debrief**

12:00 – 1:00 pm Lunch

1:00 – 2:00 pm **Concurrent sessions C – (Building Your Talent Pipeline, Creating Compelling Credentialing Portfolio, Adding Cybersecurity Certificates to Your Program Portfolio)**

1. **Building Your Talent Pipeline**, facilitator: John O'Connor, *Managing Director, Higher Education and Athletics Division, Rice Cohen International*
2. **Creating Compelling Credentialing Portfolio**, facilitator: Pete Janzow, *Vice President, Business Development, Credly*
3. **Adding Cybersecurity Certificates to Your Program Portfolio**, facilitator: Brian Saunders, *Vice President of University Partnerships, ThriveDX*

2:00 – 2:30 pm Break

2:30 – 4:00 pm **Structured presentation preparation for elevator pitch in small groups with peers**

4:15 – 5:15 pm **Concurrent Sessions D – (Managing Up, Creating Unique Customer Experience Online and in Hybrid Environments, Effective Business Simulations)**

1. **Managing Up**, facilitator: TBA
2. **Creating Unique Customer Experience Online and in Hybrid Environments**, facilitator: TBA
3. **Effective Business Simulations**, facilitator: Roy Hinton, *Associate Dean (retired), Executive Education, George Mason University*

5:30 – 6 pm Transportation to the Hotel

6:00 - 8:00 pm Dinner on your own – networking and idea discussions

Saturday, November 19th (at Marriott)

7:30- 8:30 am Breakfast at the hotel

8:30 am – Noon **Elevator Pitch Presentations and Feedback (for each participant)**

12:00 pm **Adjourn**