



UNICON 2008 – TEAM DEVELOPMENT CONFERENCE



DAY 1 - Wednesday, December 3

8:00-9:00 am	Continental Breakfast	<i>Various kiosks throughout Bell Harbor</i>
9:00-11:00 am	Registration	<i>Main Lobby</i>
11:00 am -12:30 pm	Newcomer's Workshop by UNICON Emeritus Board Members Frank Lloyd, Cox at SMU & Steve LaCivita, Chicago Booth <ul style="list-style-type: none">For conference attendees who are new to the university executive education business, new to UNICON conferences, or prospective UNICON members who are visiting the conference.	<i>Sound Conference Room</i>
12:30-1:30 pm	Buffet Lunch	<i>Harbor Dining Room</i>
1:30-2:00 pm	Welcome & Introduction UNICON Board & Jim Jiambalvo, Dean, UW Foster School	<i>Bay Auditorium</i>
2:00-3:00 pm	Plenary Session: <i>Rigor and Relevance – A Challenge for Authentic Leadership Development</i> (Strategy & Leadership Track) Bruce Avolio, UW Foster School Faculty	<i>Bay Auditorium</i>
3:00-3:15 pm	Break	
3:15-4:45 pm	Concurrent Sessions (<i>descriptions and locations on back of this page</i>)	
4:45-5:15 pm	Concurrent Session Key Take-Aways	<i>Bay Auditorium</i>
5:15–5:30 pm	Complete December 3rd Evaluation	<i>Bay Auditorium</i>
6:30 - 9:30 pm	Welcome Dinner & Reception (buses depart hotel at 6:00 pm and return to hotel by 9:30 pm)	<i>Seattle Space Needle</i>

CONCURRENT SESSION DESCRIPTIONS

DAY 1 – Wednesday, December 3 3:15-4:45pm

Session 1:

Title: Globalization, Integration and Making a Difference in the World
Presenter(s): Ken Bardach (Olin at Washington Univ.) and Tish Schilling (Sloan at MIT)
Location: Sound Room
Track: Strategy

This session will discuss two innovative approaches to providing cross-functional program offerings. Presentation will focus on integration, cutting across functional boundaries, sustainability, reflective practice, and being able to be present in the moment.

Session 2:

Title: Going Global: Build Your Business with Foreign Partnerships
Presenter(s): Ellie Weldon (Cheung Kong)
Location: Cove Room
Track: Strategy

This session will explore ways in which partnership programs with foreign schools can be used to grow Executive Education business.

- *Working with a foreign partner can help you grow your open enrollment and your custom program businesses.*
- *Adding place-based learning to the usual program content can move the learning experience beyond the typical foreign study tour.*
- *Adding service learning to your program can make a difference in the countries you visit.*
- *You must choose a foreign partner carefully.*

Session 3:

Title: UNICON Benchmark (State of the Industry)
Presenter(s): Carlos Arruda (Fundação Dom Cabral)
Location: Marina Room
Track: Strategy and Marketing

This session will share the survey responses and provide an overview of the Executive Education State of Industry.

Session 4:

Title: Developing and Living the Foster Brand
Presenter(s): Pamela McCoy and Eric Nobis (Foster at University of Washington)
Location: Pacific Room
Track: Marketing

Type “brand definition” into Google and you’ll get about 1.7 million hits. Pam McCoy, Executive Director of Marketing and Communications, will share navigational tips from her 15-month journey to clearly, authentically articulate the Foster brand. In theory the process is easy enough: combine the dean’s vision and strategy with rigorous brand research, intense discussions across a diverse set of stakeholders and a competitive overview and you’re there! In practice, the bridge between branding assessment and implementation becomes the critical piece to branding success. Pam will walk through highlights of the Foster branding process and illustrate how this “product” brand also fits within the UW brand at-large.



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DAY 2 - Thursday, December 4

7:00-8:00 am	Continental Breakfast	<i>Various kiosks throughout Bell Harbor</i>
8:00-9:30 am	Panel Discussion: <i>Corporate Perspectives on Executive Education Challenges</i> Ross Bogue, VP and General Manager 747 Program (Everett Site), The Boeing Co. Dale Sowell, Senior VP Finance, Planning and Admin, Weyerhaeuser Real Estate Thomas Taylor, Senior VP and Manager Overseas Banking, US Bank	<i>Bay Auditorium</i>
9:30-11:00 am	Concurrent Round Tables (Facilitated by Emeritus UNICON Board Members) Directors Round Table – Monica Sacristan, ITAM (<i>Sound Rm</i>) Strategy Round Table – Lou Centini, University of Virginia (<i>Cove Rm</i>) Operations Round Table – Kathy Venne, Harvard University (<i>Marina Rm</i>) Marketing Round Table – Bob Stilliard, Ashridge Business School (<i>Pacific Rm</i>)	
11:00-11:15 am	Break	
11:15 am - 12:15 pm	Keynote Speaker – Richard Tait Chief Boomboom of Boomboom Brands (also Co-founder of Cranium, Inc.)	<i>Bay Auditorium</i>
12:15-12:30 pm	Communications – Website Presentation Dan Collins, UNICON Webmaster	<i>Bay Auditorium</i>
12:30-1:30 pm	Buffet Lunch & Committee Meetings	<i>Harbor Dining Room</i>
1:30-2:30 pm	Plenary Session: <i>Creating An Effective Organization: Promoting Intrinsic Organizational Motivation In Work Teams</i> (Operations Track) Greg Bigley, UW Foster School Faculty	<i>Bay Auditorium</i>
2:30-4:00 pm	Concurrent Sessions (<i>descriptions and locations on back of this page</i>)	
4:00-4:30 pm	Concurrent Session Key Take-Aways	<i>Bay Auditorium</i>
4:30–4:45 pm	Complete December 4th Evaluation	<i>Bay Auditorium</i>
5:00-7:00 pm	Optional Buffet Dinner Free Evening (see envelope in backpack for options)	<i>Bell Harbor – Odyssey Maritime Discovery Center</i>

CONCURRENT SESSION DESCRIPTIONS

DAY 2 – Thursday, December 4 2:30-4:00 pm

Session 1:

Title: Structure and Innovation in Program Management
Presenter(s): Carlos Arruda (Fundação Dom Cabral), Susan Popa (Chicago Booth),
Tish Schilling (Sloan at MIT), Marily Schonthal (Kellogg at Northwestern)
Location: Sound Room
Track: Operations

Learn how four leading Executive Education Department staff manage and run programs to meet the needs of clients, customers, faculty and staff. This session will facilitate a discussion of the issues below in light of the organizational structure and models presented by each school.

- *How can the organizational structure lead to and/or stifle innovation and creativity?*
- *How can organizations best promote transfer of knowledge among the program management team as well as other executive education and university staff?*
- *How can an organization be structured to provide optimal flexibility to best meet client needs and best make use of individual staff members' strengths?*
- *What is the impact of the organizational structure on opportunities for professional development and career advancement?*
- *What role does structure play in an organization's approach to customer service?*

Session 2:

Title: Global Products; Global Mindset; Global Delivery
Presenter(s): Bill Shedden (Cranfield University)
Location: Cove Room
Track: Strategy and Marketing

This session will pose a challenge to examine whether schools could in reality deliver both nationally and globally. It will also examine how a relatively small business can prosper in a global marketplace made up of large businesses.

Session 3:

Title: Customization – Meeting the Client's Needs
Presenter(s): Ross Anderson and Cameron Houston (Mt. Eliza at University of Melbourne)
Location: Marina Room
Track: Other

This session will focus on customization as the key to partnering with client organizations on a large scale, complex projects. It will use a case study in which a truly 'blank piece of paper' was brought to the table that led to a multi-layered series of learning interventions.

Session 4:

Title: Rising Demand in Emerging Market Business Knowledge and its Implications for Exec Ed Programs
Presenter(s): Cascade Huan (Guanghua at Peking University)
Location: Pacific Room
Track: Strategy and Marketing

This session will examine the evolving demand in executive education on emerging market business knowledge and its implications for executive education providers. By showcasing the new program Guanghua School of Management just rolled out this summer for global senior executives, participants will learn how product (content) differentiation strategy not only helps create new market segmentation, but also build the School's global brand.



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DAY 3 - Friday, December 5

7:00-8:00 am	Continental Breakfast	<i>Various kiosks throughout Bell Harbor</i>
8:00-9:00 am	Plenary Session: <i>Crafting Attention-Grabbing, "Sticky" Messages</i> (Marketing Track) Dan Turner, UW Foster School Faculty	<i>Bay Auditorium</i>
9:00-10:30 am	Concurrent Sessions <i>(descriptions and locations on back of this page)</i>	
10:30-10:45 am	Complete Conference Evaluation - Submit to Foster Staff	<i>Bay Auditorium</i>
10:45-11:30 am	Wrap-up and Preview of the 2009 Conference	<i>Bay Auditorium</i>
11:30 am -12:30 pm	Box Lunches	<i>Harbor Dining Room</i>

Thank you everyone!

We hope you learned, shared, and enjoyed your time at the UNICON 2008 – Team Development Conference hosted by the Foster School of Business, University of Washington in Seattle. Have a safe trip home and we wish you all the best for the Holiday Season.

- Foster Executive Education Team

CONCURRENT SESSION DESCRIPTIONS

DAY 3 – Friday, December 5

9:00 – 10:30 am

Session 1:

Title: Strategies to Maintaining a Steady Growth Despite Economic Ups and Downs
Presenter(s): Jean Choy and Paul Frogley (Foster at University of Washington)
Location: Sound Room
Track: Strategy

This session will share how the Foster School has been able to maintain a steady growth despite the significant economic ups and downs in the last ten years (Asian financial crisis, 9-11, etc). We will share some specific examples that have helped us stay afloat and even grow in these difficult times.

Session 2:

Title: Understanding and Managing Gen Y
Presenter(s): Laura Schildkraut (Onboarding Gen Y and former Faculty of Foster at UW)
Location: Cove Room
Track: Strategy and Operations

This session will focus on how organizations are addressing the challenges of recruiting and retaining the Gen Ys. The presenter will facilitate discussion on what Executive Education providers should know and how this knowledge could be leveraged to understand the clients better.

Session 3:

Title: From Engagement to Execution... and Beyond: A Case Study About Creating a New Generation of Corporate Leaders
Presenter(s): Bill Joiner (Cox at SMU) and Michael Landrum (Spectra Energy)
Location: Marina Room
Track: Marketing

This session will touch upon how to create a non-traditional executive education approach to winning client commitment and why it works. In addition, the presenters will share how they were able to create metrics to measure the ROI for both the school and the client.

Session 4:

Title: UNICON Benchmark (Structure of Executive Education Centers)
Presenter(s): Mike Malefakis (Chicago Booth)
Location: Pacific Room
Track: Operations

This session will review the results from the Spring benchmarking survey. The session will use the survey results as a spring board to discuss different structures and organizational designs used in our industry. This session will be helpful if you are in a position to design or influence organizational structure. Questions about staff size, division of responsibilities and types of compensation will be discussed.