UNICON Vancouver 2012
Team Development Conference

Raising Your Game: The Business of Executive Education
November 28 - 30, 2012
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Welcome to UNICON Vancouver 2012

I am delighted to welcome you to Vancouver for the UNICON Team Development Conference 2012: Raising Your Game: The Business of Executive Education. For this year’s conference, we have developed a practical, workshop-oriented program that focuses on running Exec Ed like a business. To that end, we have tried to channel some of the experiences we have had in re-engineering our own operation and capitalize on the faculty who have been instrumental in that. Specifically, we have prepared a range of plenary and workshop sessions focusing on three critical areas of business success: customer experience, marketing innovation and operations management. We trust you will leave with fresh ideas, new perspectives, and valuable contacts to move your business forward. Most of all, we hope you will take back one or two key learnings that will stimulate a new approach and a true change to your business.

I hope you enjoy your time with us here in Vancouver, one of the world’s great cities. Please do not hesitate to reach out to a member of the team if there is anything we can do to make your stay more enjoyable.

I look forward to meeting you.

Bruce Wiesner
Associate Dean, Executive Education
Sauder School of Business
Conference Schedule

November 28 – Wednesday
UBC Robson Square Campus

CUSTOMER SERVICE EXCELLENCE

8:30
Conference Registration
(Ongoing until 1:15)
Sauder School of Business desk
Room – Saturna Island Foyer – D Level
Fairmont Hotel Vancouver

10:30 - 12:00
Newcomer’s Workshop
An introduction to the UNICON organization and services and an overview of the executive education industry
Room – Moresby Island – D Level
Fairmont Hotel Vancouver

12:00 - 1:00
Lunch
Room – Saturna Island – D Level
Fairmont Hotel Vancouver

1:00 - 1:15
Walk to UBC Robson Square Campus

1:15 - 1:45
Welcome & Introductions – Conference Overview
Bruce Wiesner, Host
Associate Dean, Executive Education
UBC Sauder School of Business
Melanie Weaver Barnett, UNICON Board Chair
Chief Executive Education Officer
Ross School of Business
Dr. Darren Dahl, Chair
Senior Associate Dean, Faculty & Research
UBC Sauder School of Business
Dr. Moura Quayle, Co-chair
Professor
UBC Sauder School of Business
Room – UBC Robson Square Theatre
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 1:45 - 2:45 | **Customer Experience: The New Frontier**  
Dr. Darren Dahl  
*Senior Associate Dean, Faculty & Research*  
*UBC Sauder School of Business*  
To what extent should customer experience be the central focus in your organization? What customer experience models, approaches, and methods are relevant in the business context of executive education? Dr. Darren Dahl will discuss how far executive education should go in “creating customer experiences”.  
*Room – UBC Robson Square Theatre* |
| 2:45 - 3:00 | Break |
| 3:00 - 4:00 | Concurrent Sessions – see page 8 |
| 4:00 - 4:15 | Break |
| 4:15 - 5:00 | **Armchair Dialogue with Christine Day, CEO of lululemon athletica**  
Hosted by - Dr. James Tansey  
*Associate Professor*  
*UBC Sauder School of Business*  
Founded in Vancouver in 1998, lululemon athletica’s technical run and yoga clothing is now available in countries all over the world. Each store has strong ties to its local community and guests, and a highly engaged workforce by industry norms. CEO Christine Day will be talking to Dr. James Tansey about the lululemon guest philosophy and its resonance for executive education providers, and taking questions from the audience.  
*Room – UBC Robson Square Theatre* |
| 5:00 - 5:15 | Daily Wrap-up |
| 5:15 - 6:00 | Free Time |
| 6:00 - 7:00 | **Welcome Reception**  
*Room – 900 West Lobby*  
*Fairmont Hotel Vancouver* |
| 7:00 - 8:00 | **Gala Dinner**  
*Room – The Roof – 15th Floor*  
*Fairmont Hotel Vancouver* |
November 29 – Thursday
UBC Point Grey Campus

MARKETING INNOVATION

6:30 - 8:00  Breakfast
Room – British Room
Fairmont Hotel Vancouver

8:00 – 8:45  Board Buses (last bus leaves at 8:45)
900 West - South Lobby Entrance
Fairmont Hotel Vancouver
Transport to UBC Point Grey Campus

9:30 - 9:45  Morning GPS
Room – Henry Angus 098

9:45 - 10:45  Measuring Marketing Success
Dr. Tim Silk
Assistant Professor
Sauder School of Business
How do you measure a return on investment in marketing? Dr. Tim Silk will take a comprehensive look at traditional and emerging marketing platforms and how to effectively track success along the various stages of the sales process, from initial interest to repeat business.
Room – Henry Angus 098

10:45 - 11:00  Break

11:00 - 12:00  Bringing Brand to Life through Layered Experiences
Mark Raham
Creative Director
Vancouver Canucks
Is it enough to simply meet customers’ expectations? Or can we connect to something bigger; create a deeper bond – fulfilling our brand promise via surprise and delight? Mark Raham of the Vancouver Canucks will talk about how they bring their brand to life through layered experiences.
Room – Henry Angus 098
12:00 - 1:00  Lunch  
*Room – UBC First Nations Longhouse*

1:00 - 1:15  Walk to Henry Angus Building

1:15 - 2:15  Concurrent Sessions – see page 11

2:15 - 2:45  Break

2:45 - 3:45  UNICON State of the Industry Presentation  
*Cathleen Shea*  
Associate Dean, Client Services  
Babson Executive Education  
*Mike Malefakis*  
Associate Dean  
Columbia Business School  
*Hobbs Liu*  
Executive Director  
CEIBS  
The Benchmarking Committee will present key findings from the annual “State of the Industry” survey with time allocated to engage in small buzz groups to discuss trends and application back to our respective executive education organizations. New and upcoming UNICON sponsored surveys planned for 2013 will also be announced.  
*Room – Henry Angus 098*

3:45 - 4:15  Board Buses (last bus leaves at 4:15)  
Return to Fairmont Hotel Vancouver

4:30 - 5:15  Free Time

5:15 - 6:00  Board Buses  
Transport to Westin Bayshore Hotel

6:00 - 7:00  Harbor Cruise & Reception  
Magic Spirit Yacht

7:00 onwards  Free Evening  
Restaurant recommendations available. See page 20.
Team Development Conference
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November 30 – Friday
UBC Robson Square Campus

OPERATIONAL EXCELLENCE

6:30 onwards  Breakfast
Room – British Room
Fairmont Hotel Vancouver

8:30 - 8:45  Morning GPS
Room – UBC Robson Square Theatre

8:45 - 10:15  Operational Excellence: Do You Have What it Takes?
Dr. Mahesh Nagarajan
Associate Professor
UBC Sauder School of Business
Executive Education is a competitive world. We can easily find ourselves over-reaching our operational capacity in the hunt for new business - continuously changing delivery and service models to meet client expectations. Dr. Mahesh Nagarajan will discuss the latest thinking in how to align internal processes with product delivery for maximum efficiency.
Room – UBC Robson Square Theatre

10:15 - 10:30  Break

10:30 - 11:00  Concluding Remarks & Wrap Up
Melanie Weaver Barnett; Dr. Darren Dahl; Dr. Moura Quayle; Bruce Wiesner
Room – UBC Robson Square Theatre

11:00 - 11:30  Evaluations

11:30 - 1:00  Lunch & Departure
Boxed lunches available
Room – The Boardroom
Fairmont Hotel Vancouver
Concurrent Session Descriptions

November 28 – Wednesday
UBC Robson Square Campus

CUSTOMER SERVICE EXCELLENCE

Room C180  
Tough Customers: Engaging with Faculty to Deliver Excellence  
Dr. Darren Dahl  
Senior Associate Dean, Faculty & Research  
UBC Sauder School of Business  
Faculty can be a tough customer. What are the best approaches to engaging, developing, and cultivating good relationships with faculty ‘talent’? How do you manage faculty that become ‘divas’ over time? Discussion will center on best practices and new ideas in building effective faculty input in the executive education process.

Room HSBC Hall  
Through the Kitchen Door: A Recipe for Award-Winning Academic Partnership  
Denise Bumford  
Program Manager  
SMU Cox Executive Education  
Patti Tenenbaum  
Senior Program Manager  
SMU Cox Executive Education  
Is there a “secret sauce” behind high-impact custom programs? In this session, through examples from award-winning custom programs, SMU Cox will share the culture and process that makes them special to their clients. Is it unique to Cox? You decide.

Continued on Page 9
Room C100  
You’re all Unique: Delivering a Personalized Service to Open Enrollment Clients  
Idunn Jondottir  
Director, Open Programs  
IESE Business School  
Excellence in open programs comes from clients feeling valued as individuals. How do you deliver this consistently, within your programs and across your portfolio?

Room C130  
International Client Focus: Winning Long-Term Contracts through Customer Service  
Jean Choy  
Associate Dean  
Foster School of Business, University of Washington  
It’s one thing to land a new client. It’s another to keep that client for years to come. UW Foster’s EE portfolio consists of about 25% new programs each year. Of that, about 60-70% develop into multi-year partnerships. UW Foster will share how their customer service model helps to convert new clients into long-term partners.

Room C150  
UNICON Director’s Roundtable: The Impact of MOOC  
Rochelle Weichman  
Associate Dean  
MIT Sloan School of Management  
Mike Malefakis  
Associate Dean  
Columbia Business School  
A growing number of universities, many of them UNICON members, are exploring the emerging MOOC (Massive Online Open Courses) delivery model. This roundtable for Directors of Executive Education will consider the possible impact for the sector.
Room C400  

**Staying Connected: Enhancing Learning with New Technology**  

*Rachel Hutton*  
*Group Program Manager*  
/MIT Sloan School of Management*  

MIT Sloan Executive Education will share how they strive to build tighter connections with learners using technology -- including social media, webinars, a virtual classroom platform, an interactive website linked to CRM and registration sites. The focus will be on the operational, "behind the scenes" processes, products, and people that, when linked together, enable executives to take charge of their own learning, leverage iPads and tablets, engage with others more quickly, and stay connected after a learning experience.

Continued on Page 11
MARKETING INNOVATION

Room Henry  
Angus 291

Best Practices in Marketing Executive Education: UNICON Research Findings
Pat Cataldo  
Consultant, Teacher and Writer  
UNICON
This interactive session will provide useful and interesting marketing information that can enhance a school's open enrollment, custom, and brand marketing efforts to potential and existing clients.

Room Henry  
Angus 968

Best of Breed: Innovations in Direct Marketing to Energize Executive Education
Mike Cowan  
VP Sales and Marketing  
Kirk Marketing
James Hzvezda  
Marketing and Communications Manager  
Kirk Marketing
The traditional brochure mailout still has a place in many of our marketing plans, but it has long been supplemented, if not superseded, by a more sophisticated use of data and electronic marketing. This session will allow participants to hear about what the most successful firms are doing in direct marketing and how it might apply to Executive Education.

Room Henry  
Angus 969

More Than Just Another Channel: Putting Social Media Thinking at the Heart of Your Marketing Strategy
Susie Hill  
Director  
University of Tennessee
Anchored in strategy, this session investigates how to apply social media thinking to executive education. As the way in which people interact online begins to change, how can we harness the power of social media to drive our businesses forward?
<table>
<thead>
<tr>
<th>Room Henry</th>
<th>Who Do You Think You Are? ... And are you right?</th>
<th>Dr. Joey Hoegg</th>
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<tr>
<td>Angus 295</td>
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<td>Assistant Professor</td>
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<td>UBC Sauder School of Business</td>
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<td>This session will discuss alternative ways to think about the value that your program provides to its customers and will provide suggestions for ways to gain deeper insights into customer product perceptions.</td>
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<tr>
<th>Room Henry</th>
<th>Sharing Good Practices in Sales and Business Development</th>
<th>Kelly Bean</th>
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<td>Angus 967</td>
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<td>Assistant Dean</td>
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<td>UCLA Anderson Executive Education</td>
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<td>A roundtable discussion on the latest issues and ideas in sales and business development. Participants should bring their own challenges, ideas and practical tips for success to share with the group.</td>
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<th>Room Henry</th>
<th>Balancing Acts and Growing Pains: From Customer Satisfaction to Sustainable Long-term Growth</th>
<th>Dr. Murali Chandrashekaran</th>
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<td>Angus 292</td>
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<td>Associate Dean, Professional Graduate Programs</td>
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<td>UBC Sauder School of Business</td>
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<td>Businesses often juggle. From a revenue perspective, the need is to find the right balance between acquiring new business and retaining existing business. At the same time, firms need to find the right balance between service levels and long-term growth. This session presents research on the long-term impact of relationship investments aimed at increasing customer satisfaction, and the potential perils in seeking growth.</td>
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Key Speakers

Bruce Wiesner, Host
Associate Dean, Executive Education
Sauder School of Business

Bruce Wiesner is the Associate Dean, Executive Education, providing overall leadership and strategic direction of business development and operations. A graduate of the Sauder School, Wiesner brings to the team over twenty five years of management and senior executive experience and a proven track record in leading successful growth strategies within the publishing and media industries. Bruce was previously Senior Vice-President of Canada Wide Media Ltd and has also held several senior positions at Quebecor World Inc. including Regional Vice-President and spent several years with Pitney Bowes in sales management roles.

Dr. Darren Dahl, Conference Chair, Plenary Speaker
Senior Associate Dean, Faculty and Research
Sauder School of Business

Darren Dahl is Senior Associate Dean, Faculty and Research and the Fred H. Siller Professor in applied marketing research at UBC. He teaches courses in consumer behaviour, marketing research, and strategic marketing analysis at the undergraduate, MBA, and executive education levels. Before coming to UBC he held a faculty appointment at the University of Manitoba for four years. He has consulted and organized education programs for a number of non-profit and for profit organizations such as Cathay Pacific, Procter & Gamble, Xerox, General Electric– Camco, Hagensborg Foods, lululemon athletica, and the Government of Kuwait.
Dr. Moura Quayle, Co-chair  
Professor, Sauder School of Business  

Dr. Quayle’s interests lie in rethinking, refining and rebuilding collaborative spaces at the intersections of academia, government and business. Now looking at business decision-making in the UBC Sauder School of Business, Moura’s experience includes leadership of the B.C. Pacific Coast Collaborative Commission, an initiative of five coastal states and one province. As Deputy Minister of the B.C. Ministry of Advanced Education, Research and Innovation, she was responsible for twenty-five public post-secondary institutions.

Dr. Tim Silk, Plenary Speaker  
Assistant Professor, Marketing  
Sauder School of Business  

Dr. Silk teaches Brand Management and New Product Development in Sauder’s MBA and B-Com programs and Consumer Behaviour in the PhD program. He holds a PhD in Marketing (Consumer Behaviour) and is an award-winning teacher and researcher. Dr. Silk works with organizations to help them understand consumer behaviour in a variety of contexts including brand strategy, consumer loyalty, service delivery, new product development and strategic pricing. He has taught and consulted for organizations such as Bell Canada, Best Buy, Brand Finance, and Visa.

Dr. Mahesh Nagarajan, Plenary Speaker  
Associate Professor, Operations & Logistics  
Sauder School of Business  

Dr. Nagarajan is an Associate Professor in the Operations and Logistics Division at the Sauder School of Business. His areas of expertise include supply chain management, applied game theory and inventory management. He has consulted for organizations such as Mattel and Boeing and teaches in the MBA and Executive Education programs at Sauder.
Christine Day, Keynote Speaker  
CEO lululemon athletica

Christine Day has been Chief Executive Officer of lululemon athletica since June 2008. As CEO, Christine is responsible for creating and executing lululemon athletica’s long-term business strategies, directing the Company’s continued development, and reinforcing lululemon’s position as a global leader of yoga inspired women’s athletic apparel. Christine joined lululemon athletica in January 2008 as Executive Vice President, Retail Operations, where she oversaw Retail Operations in North America and internationally, as well as the Community Relations, Real Estate Development, the Guest Education Center and Wholesale businesses. Prior to lululemon, Christine spent 20 years at Starbucks where she learned the intricacies of high growth business development in a strong cultural company.

Dr. James Tansey, Host Armchair dialogue w/Christine Day  
Associate Professor, Organizational Behaviour and Human Resources  
Sauder School of Business

James Tansey is an Associate Professor at the Sauder School of Business and the Executive Director of ISIS, the research centre leading the School’s activities on sustainability and social innovation. His work encompasses strategy, innovation and leadership, through the lens of social enterprise and new technologies. James is co-founder of Offsetters, a top-ranked carbon offset company, and works with start-ups in the green technology space.
Mark Raham, Keynote Speaker  
Creative Director, Canucks Sports & Entertainment

As Creative Director at Canucks Sports & Entertainment, Mark is responsible for the look and feel of the Canucks brand at all public touchpoints. He works closely with all customer-facing departments including brand and creative, online, broadcast and game presentation to develop and enhance the Canucks brand identity. Mark brings fifteen years of industry experience in visual and interactive storytelling, visual identity and experiential branding. He rejoined the Canucks in 2009, after a five-year engagement at Electronic Arts (EA Games) where most recently he was Art Director for EA's multi-platinum Need For Speed franchise. His role at EA was to develop the visual identity and in-game presentation look and feel for games like Need for Speed: Undercover and Need for Speed: SHIFT. From 1997 to 2004, Mark worked with the Canucks broadcast team developing stories, motion graphics, visual identity and broadcast design.
The Sauder School of Business

The Sauder School of Business is one of the world’s leading academic business schools. Located in Vancouver, Canada’s gateway to the Pacific Rim, Sauder provides a global business perspective at a dynamic crossroads of the international marketplace. Dedicated to rigorous and relevant teaching, our programs generate business leaders who drive change and shape industries and organizations around the world.

Leading Research
Sauder maintains an international reputation for excellence in research. In 2010, Sauder was ranked 20th in research productivity among business schools worldwide by the Financial Times.

World-Class Faculty
With over 100 high-calibre academics from around the globe, our faculty enjoys worldwide recognition for its excellence in research, teaching and outreach. In the classroom they are innovators, bringing leading-edge perspectives and the latest in management thinking to students.

Global Reach
Sauder has a distinctly international perspective on business, demonstrated by our teaching and research activities around the globe, the multinational diversity of our staff and students, and our international partnerships.
The University of British Columbia

The University of British Columbia (UBC), established in 1908, is one of Canada’s leading universities and was ranked #30 in the 2012 Times Higher Education (UK) rankings. The university attracts 54,000 students from across Canada and over 140 other countries across the world.

Vancouver Campus

The University of British Columbia’s Vancouver campus is located at the western tip of the Point Grey Peninsula in the city of Vancouver in British Columbia, Canada. More than 400 hectares in size, the stunning campus is surrounded by forest on three sides and ocean on the fourth, and is just a 30 minute bus ride to Vancouver’s downtown core. The campus has been located on this site for most of its 100-year history; a location that is the traditional territory of the Musqueam people. The campus also has two additional sites, one of which is in the heart of downtown Vancouver at Robson Square.
Vancouver, British Columbia

Olympic City
The International Olympic Committee selected Vancouver as the Host City for the XXI Olympic Winter Games. Athletes and spectators from around the world gathered in Vancouver and the alpine resort of Whistler in 2010 to celebrate the Olympic and Paralympic Winter Games.

Spectacular & Safe Setting
Majestic mountains, sparkling ocean, rainforests and beautiful foliage in all four seasons make Vancouver one of the most beautiful cities in the world. Canada is known for our people's friendly nature, and Vancouver's citizens take great pride in our welcoming, clean, safe streets - day or night, all year round.

Exciting Activities
Catering to any interest throughout the year, you can enjoy world class shopping, gourmet meals, outstanding live entertainment, sporting events, theatre, outdoor adventure, spectacular sights and attractions - it's all waiting for you in Vancouver.

Gateway to Adventure
With quick and easy access to Whistler Resort, the Canadian Rockies, Victoria, Vancouver Island, and of course, endless year round water and land sports, whether extreme sport or family fun, find your personal adventure here. Vancouver is also the home port for Alaska cruises May through October.

REFER TO YOUR TOURISM VANCOUVER CITY GUIDE FOR A COMPLETE LISTING OF ALL THE AMAZING ACTIVITIES VANCOUVER HAS TO OFFER.
Dinner Options in Downtown Vancouver

**West Coast Cuisine**

The Lift Bar and Grill  
333 Menchion Mews,  
Vancouver, BC  
604-689-5438

Market by Jean-Georges  
Shangri-la Hotel  
1115 Alberni Street  
604-695-1115

The Teahouse in Stanley Park  
3rd Beach, Ferguson Point,  
Stanley Park, Vancouver, BC  
604-669-3281

Yew Restaurant & Bar  
Four Seasons Hotel  
791 West Georgia Street  
Vancouver, BC  
604-689-9333

**Bar & Grill**

SeaWall Bar and Grill at the  
Westin Bayshore Hotel  
1601 Bayshore Drive  
Vancouver, BC  
V6G 2V4  
604-691-6967

Mahony & Sons Public House –  
Coal Harbour  
36 – 1055 Canada Place,  
Vancouver, BC  
604-647-7513

Milestone’s Grill & Bar – English Bay  
1210 Denman Street  
Vancouver, BC  
604-662-3431

Steam Works Brewing Co - Gastown  
375 Water Street  
Vancouver, BC  
V6B 1E1  
604-689-2739

**Seafood**

Cardero’s Restaurant  
1583 Coal Harbour Quay  
Vancouver, BC  
604-669-7666

The Fish House in Stanley Park  
8901 Stanley Park Drive  
Stanley Park, Vancouver, BC  
604-681-7275

The Boathouse Restaurant – English Bay  
1795 Beach Ave.  
Vancouver, BC  
604-669-2225

**Steak & Seafood**

Hy’s Encore (Steak & Seafood)  
637 Hornby Street  
Vancouver, BC  
604-683-7671

The Shore Club (Steak & Seafood)  
688 Dunsmuir Street  
Vancouver, BC  
604-899-4400

Continued on page 21
Asian
ORU at the Fairmont Pacific Rim (Asian)
1038 Cardero Street
Vancouver, BC V6C 2G8
604-895-0612

Italian
CinCin Restaurant & Bar
1154 Robson Street
Vancouver, BC V6E 1B2
604-688-7338

Japanese
Kobe Japanese Steak House
1042 Alberni Street
Vancouver, BC
604-684-2451
Important Addresses

**UBC Robson Square**
800 Robson Street  
Vancouver, BC V6Z 3B7  
Key Contact - Jessie Lam – 001.604.763.6495

**UBC Henry Angus Building**
2053 Main Mail  
Vancouver, BC V6T 1Z2  
Key Contact - Jessie Lam – 001.604.763.6495

**Hotel Fairmont Vancouver**
900 West Georgia Street  
Vancouver, BC V6C 2W6  
Toll-free – 001.866.540.4452  
Local – 001.604.684.3131

**Hotel Fairmont Whistler**
4599 Chateau Boulevard  
Whistler, BC V0N 1B4  
Toll-free – 001.800.606.8244  
Local – 001.604.938.8000
Floor Maps – UBC Robson Square

Classroom Level (one floor below Plaza level)

HSBC Hall (C680): Through the Kitchen Door: A Recipe for Award-Winning Academic Partnership – Denise Bumford, Patti Tenenbaum
Nov 28

C180: Tough Customers: Engaging with Faculty to Deliver Excellence – Dr. Darren Dahl
Nov 28

C150: UNICON Director’s Roundtable
Nov 28

Nov 28

C100: You’re all Unique: Delivering a Personalized Service to Open Enrollment Clients – Idunn Jondottir
Nov 28

C400: Staying Connected: Enhancing Learning with New Technology – Rachel Hutton
Nov 28

UBC Robson Square Theatre

- Welcome & Introduction Session
  Nov 28
- Customer Service: The New Frontier – Dr. Darren Dahl
  Nov 28
- Armchair Dialogue – Christine Day
  Nov 28
- Operations Excellence: Do You Have What it Takes? – Dr. Mahesh Nagarajan
  Nov 30
- Concluding remarks and wrap-up
  Nov 30
Floor Maps – UBC Henry Angus Building
CA Hall, Room 098

- Measuring Marketing Success – Dr. Tim Silk
  Nov 29
- Bringing Brand to Life through Layered Experiences – Mark Raham
  Nov 29
- UNICON State of the Industry Presentation
  Cathleen Shea, Mike Malefakis, Hobbs Liu
  Nov 29
Floor Maps – UBC Henry Angus Building

2nd Floor, 9th Floor


HA 292: Balancing Acts and Growing Pains: From Customer Satisfaction to Sustainable Long-Term Growth – Murali Chandrashekaran Nov 29

HA 295: Who Do You Think You Are? ... And are you right? Nov 29

HA 967: Sharing Good Practices in Sales and Business Development – Kelly Bean Nov 29

HA 968: Best of Breed: Innovations in direct marketing to energize Executive Education – Mike Cowan, James Hvezda Nov 29

HA 969: More than Just Another Channel: Putting Social Media Thinking at the Heart of Your Marketing Strategy – Susie Hill Nov 29
Important Phone Numbers

Sauder School of Business Key Staff

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001.604.834.8224

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Content:
Liz Starbuck Greer
001.604.818.5118

Registrations:
Kabir Mathur
001.778.858.3169

Accommodation

Hotel Fairmont Vancouver
Toll-free – 001.866.540.4452
Local – 001.604.684.3131

Hotel Fairmont Whistler
Toll-free – 1.800.606.8244
Local – 001.604.938.8000

Taxi-companies

Yellow Cab – 001.606.681.1111
Black Top/Checker Cabs – 001.604.731.1111 (Toll-free – 001.800.494.1111)
Maclure’s Cabs – 001.604.831.1111

Public Transport – Translink BC

General Inquiries & Trip Planning – 001.604.953.3333