48th Annual Conference on Management and Executive Development

Agenda At-A-Glance

November 18th, 19th, 20th and 21st, 2025 – In-Person
(All times are Central US Time Zone)

Tuesday, November 18th, 2025
(at Drury Plaza Hotel Dallas-Arlington)

Launchpad Labs

1:00 – 4:00 pm **(L1) Launchpad Lab 1 (part A). How to 10X Your Workflow with Generative AI** (Rihana Msadek, *Generative AI Specialist & Research Engineer, Google*)

1:00 – 4:00 pm **(L2) Launchpad Lab 2 (part A). Strategic Storytelling: How Story Ignites Executive Ed Enrollment** (Eric Harris, *Founder, GatherRound*)

5:30 – 7:00 pm **Kickback** – *complimentary* food and beverages (part of the hotel fee)

6:30 – 8:00 pm **Networking – Dinner on Your Own**

Wednesday, November 19th, 2025
(at Drury Plaza Hotel Dallas-Arlington)

7:30 – 8:30 am **Breakfast at the hotel** (part of the hotel fee)

8:30 – 11:30 am **(L1) Launchpad Lab 1 (part B). How to 10X Your Workflow with Generative AI** (Rihana Msadek, *Generative AI Specialist & Research Engineer, Google*)

8:30 – 11:30 am **(L2) Launchpad Lab 2 (part B). Strategic Storytelling: How Story Ignites Executive Ed Enrollment** (Eric Harris, *Founder, GatherRound*)

8:30 – 11:30 am **(L3) Launchpad Lab 3. Unveiling Your Leadership Potential** (Hector Rene Diaz Saenz, *EGADE Business School of Tecnologico de Monterrey*)

11:30 am – 1:00 pm **Lunch** (part of the registration fee)

1:00-1:15 pm **Welcome to the Conference, Advisory Board Introductions, Agenda Overview**

1:15 -2:00 pm **(K1) Opening Keynote. Embrace the Struggle, Time to Shine** (Valorie Kondos, *UCLA Athletic Hall of Fame Coach*)

2:00 -2:45 pm **(P1) Welcome to the Chemistry Class** (Bob Kulhan, *Founder & CEO Business Improv*)

2:45 – 3:00 pm Break

3:00 – 4:15 pm **(C1) Concurrent Sessions 1**

(1A) Building Agile Teams (Bob Kulhan, *Founder & CEO Business Improv*)

(1B) Leveraging Unique Local Assets in Programs to Accelerate Learner's Experience (Carol Turchick, *Ohio Northern University*)

(1C) **Executive Education and Professional Development Industry Trends** (Amy Blackburn, *Oklahoma State University*)

(1D) Collaborating for Market-Aligned Impact: Lessons from Designing a Community-Based Continuing Education Program (Jodie Lloyd, *Washington University in St. Louis,* Joe Cruz, *Washington University in St. Louis*)

4:15 – 4:30 pm Break

4:30 – 5:15 pm **(K2) Agile Leadership**

5:30 – 7:00 pm **Kickback** – *complimentary* food and beverages (part of the hotel fee)

6:30 – 8:00 pm **Networking – Dinner on Your Own** *or Pizza Buffet with Advisory Board Members*

Thursday, November 20th, 2025 (at Drury Plaza Hotel Dallas-Arlington)

7:30 – 8:30 am **Breakfast at the hotel** (part of the hotel fee)

8:30 – 9:15 am **(K3) The Power of Pressure: Why Pressure isn't the Problem, It's the Solution** (Dane Jensen, *Chief Executive Officer, Third Factor*)

9:20 – 10:15 am **(K4) How Culture Affects Change** (Marcus Collins, *Faculty, University of Michigan*)

10:15 – 10:30 am Break

10:30 – 11:45 am **(C2) Concurrent Sessions 2**

(2A) Marketing That Inspires: Embedding Culture into Executive Education Strategy (Marcus Collins, *Faculty, University of Michigan*)

(2B) Learning Agility (Luigi Pecoraro, *Various Universities*)

(2C) **Building Resilience** (Christopher Gentile and Dane Jensen, *Third Factor*)

(2D) The Magic of Team Building (Clay Goldstein, *Various Universities*)

11:45 am – 1:00 pm **Lunch** (part of the registration fee)

1:00 – 2:15 pm **(C3) Concurrent Sessions 3**

(3A) Developing Center's Strategies (Panelists – Center Directors)

(3B) Open-Enrollment Growth: Three Levers That Really Move Seats (*Various Universities*)

(3C) **Rapidly Building and Expanding Offerings to New and Existing Customers** (Meg Tobin, Rhys Goulbourn*, NovoED*)

(3D) Developing a Future-Ready Talent Pipeline (John O'Connor, *Rice Cohen International*)

2:15 – 2:30 pm Break

2:30 – 3:45 pm **(C3) Concurrent Sessions 4**

(4A) The Internationalisation of Executive Education: Phases, Forms, and Fads (John Branch, *University of Michigan*)

(4B) Unlock Your Team's Genius: A Practical Framework for Productivity and Growth (Joe Bork, *ProEd* and Daniel Rundhaug, *Davenport University*)

(4C) When Your Customers Have Customers Too: Leveraging Three-Way Partnerships for Increased Agility (Janet Livingstone, *Founder, Culture is Key*)

3:45 – 4:00 pm Break

4:00 – 5:15 pm **(K5) Key Trends in Generative AI Influencing Executive Education and Professional Development** (Rihana Msadek, *Generative AI Specialist and Research Engineer, Google*)

5:30 – 6:15 pm **Kickback** – *complimentary* food and beverages (part of the hotel fee)

6:15 – 7:00 pm **Swag Swap**

7:00 – 8:00 pm **Group Buffet Dinner** (part of the registration fee)

8:00 – 9:00 pm **Name That Tune**

Friday, November 21st, 2025 (at Drury Plaza Hotel Dallas-Arlington)

7:30 – 8:30 am **Breakfast at the hotel** (part of the hotel fee)

8:30 – 9:45 am **(C5) Concurrent Sessions 5**

(5A) Dashboards and Victory Tours – Defining and Demonstrating Executive Education's Impact (Kris Risi*, Carnegie Mellon University,* Sarah Andrews, *Lehigh University,* Cheryl Bates, *University of Texas at Austin,* Jenifer Renshaw, *Kennesaw State University*)

(5B) Developing Impactful Generative AI Programs for Your Clients (Rihana Msadek, *Generative AI Specialist and Research Engineer, Google*)

9:45 – 10:00 am Break

10:00 – 10:45 am **(P3) Key Conference Takeaways** (Facilitated by the Advisory Board Members)

10:45 – 11:30 am **(K6) Staying the Course Amid Constantly Changing Environment** (Bobbie Wells, *Vice President, Safety Systems, Efficiency & Compliance, American Airlines*)

11:30 am – Noon **New Board Introductions and Announcements**

12:00 pm **Adjourn**

** this agenda is subject to change without notice*