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3. Danube Conference: Trends in Executive Education

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Dear Sir or Madam,

based on the increasing relevance of Executive Education, European academic institutions are facing a medium to long term changing process. The content, organization and marketing of Executive Education are particularly wide debated issues. The conference aims strengthen the collaboration of the academic institutions due to sharing of scientific knowledge and exchange of experiences.

Ulm University started the Danube Conference series in 2017. The governance of universities was the main focus of the 1st Danube Conference for Higher Education with the purpose of professionalization of structures and administrative processes. The 2nd Danube Conference which took place in Budapest in 2018 dealt with a special focus on the financial crisis of the universities, international as well as national university ranking and increasing competition between the universities for new international students. The Danube Conference develops to a recurring event which demonstrates the success and effectivity of the resulting exchange between the universities of Danube area.

The city of Ulm and its university feel both committed to this history and responsible for the academic landscape of the Danube area. Therefore, Ulm University hosts with the generous support of the Péter Horváth-Foundation the 3rd Danube Conference: Trends in Executive Education. The conference will take place from Thursday, November 7th until Friday, November 8th at the modern and centrally located venue of Sparkasse Ulm, which is in direct neighborhood of the world famous Ulm Minster. Within the context of this conference, lectures of scientists and experts, in the field of Executive Education will be held.

We are looking forward to welcome you at the 3rd Danube Conference: Trends in Executive Education in the city of Ulm.

A handwritten signature in blue ink that reads "Michael Weber".

Prof. Dr.-Ing. Michael Weber
President Ulm University

A handwritten signature in blue ink that reads "M. Seiter".

Prof. Dr. Mischa Seiter
Institute of Technology and Process Management
Ulm University

Agenda

Thursday, November 7th

09:00 AM - 12:00 PM

Lectures

9:00 AM - 9:20 AM

Prof. Dr.-Ing. Michael Weber (President of Ulm University)
Dr. Stefan Bill (President and Chief Executive Officer of Kreissparkasse Ulm)
Mr. Martin Bendel (First Mayor of the City Ulm)
Welcome Speeches

9:20 AM - 10:00 AM

Prof. Dr. Joachim Weber (Rector of DHBW Stuttgart)
Executive Education at Baden-Württemberg Cooperative State University

10:00 AM - 10:40 AM

Dr. Martin Volek (Lecturer of MBA Programm at University of Economics in Bratislava)
Marketing of Executive Education

10:40 AM - 11:20 AM

Prof. Dr. Klaus-Michael Debatin (Vice President Outreach, Ulm University)
Executive Education at Ulm University

11:20 AM - 12:00 PM

Mag. Lisa Hellmann (Head of Marketing & Communication of Postgraduate Center at University of Vienna)
Continuing Education at the University of Vienna

12:00 PM - 1:00 PM

Lunch Break

1:00 PM - 1:40 PM

Dr. Goran Oblaković (Program Director of the Executive MBA graduate program, Zagreb School of Economics and Management)

Executive Education at Zagreb School of Economics and Management

1:40 PM - 2:20 PM

Prof. Dr. Tina Seufert (Head of the Learning and Instruction Lab, Ulm University)

Executive Education - Competences for a digital society

2:20 PM - 3:00 PM

Prof. Dr.-Ing. Hermann Schumacher (Director of School of Advanced Professional Studies)

Flexibility above all – Blended Learning Courses at the School of Advanced Professional Studies

3:00 PM - 3:40 PM

Dr. Andrea Toarniczky (Associate Professor at Corvinus University of Budapest)

MBA experience: Developing the (self) reflective executive

6:00 PM - 9:00 PM

Evening Event

Mr. Sirko Nell (Director of continuing education at Chamber of Industry and Commerce Ulm)

Introduction Speech

Agenda

9:00 AM - 9:40 AM

Prof. Dr. habil. Attila Pausits (Director of Center for Educational Management and Higher Education Development, Danube University Krems)

From exclusive to executive education. Recent developments in educating the top managers at universities

9:40 AM - 10:20 AM

Dr. Sára Csillag (Dean of Budapest Business School)

Future of Executive Education

10:20 AM - 11:00 AM

Dr. Mladen Meter (CEO, Business Effectiveness Ltd.)

Trends in Executive Education Experiences from practice

11:00 AM - 12:00 PM

Plenum discussion

Registration

Surname, Name
Institution
Street name / Post box
Zip-code, Place of Residence
Phone
E-Mail
Date

Hotel recommendation

**GOLDEN TULIP PARKHOTEL
NEU-ULM**

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I hereby submit my binding registration to the “3. Danube Conference: Trends in Executive Education”.

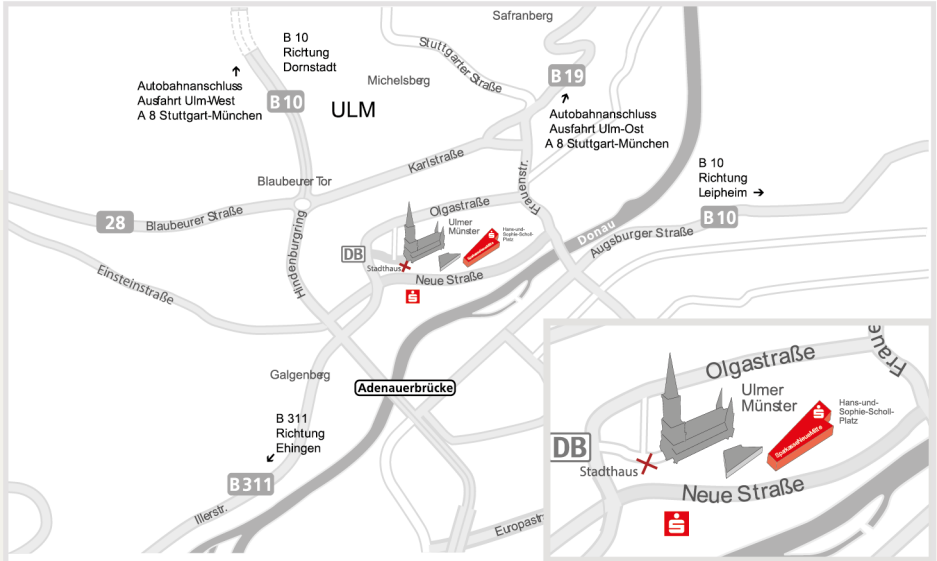
I would hereby like to apply for the travel allowance.
you will receive further information regarding the application process per E-Mail



Ms. Ilona Reinhold looks forward to receiving your registration. If you have further questions, do not hesitate to contact her.

Address: IPRI - International Performance Research Institute
Königstraße 5, 70173 Stuttgart
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E-Mail: ireinhold@ipri-institute.com

Address of the conference venue:
Sparkasse Ulm
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89073 Ulm



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