



Global Alumni Reunion

A celebration of the IESE experience



A **transformational** event

IESE's mission: Transforming the business world, one leader at a time

For six decades, IESE Business School has been committed to developing leaders who strive to have a deep, positive and lasting impact on people, companies and society through professional excellence, integrity and spirit of service.

The **Global Alumni Reunion** is IESE's flagship event, gathering senior executives and thought leaders from around the world for **3 powerful days** of enlightening discussions, lively debates, influential networking and memorable experiences.

1

Company visits

Go behind the scenes to see where the future is being decided.

2

Transformative thinking

Be envisioned and inspired by top speakers to seize the opportunities ahead.

3

Giving back

Carry on the conversation in a day designed to give back to society, true to IESE's mission.

The next Global Alumni Reunion

Artificial Intelligence: Using Your Power for Good

October 6-8, 2022

Hybrid event, in person and broadcast live from the Science Congress Center Munich (SCCM).

How is AI impacting management?

To help answer this question, IESE set up the Artificial Intelligence and the Future of Management Initiative. We want to prepare executives to put AI to good use in their companies.

If AI, as predicted, is as transformative to our economies and our way of life as steam and electricity were, then we urgently need to get to grips with all that entails. For every threat there is a competitive opportunity at 4 levels: for individuals, organizations, markets and geopolitics. We'll be exploring these issues through inspiring keynotes and stimulating panel discussions, structured according to the multidimensional nature of AI.

IESE faculty will accompany everyone on this journey. As experts in their fields, they bring their research and teaching insights to the discussions, enriched by their global perspective from the more than 30 countries they represent.

Be there and be part of the conversation!

Academic Directors:



Mireia Giné
Associate Professor
of Financial Management

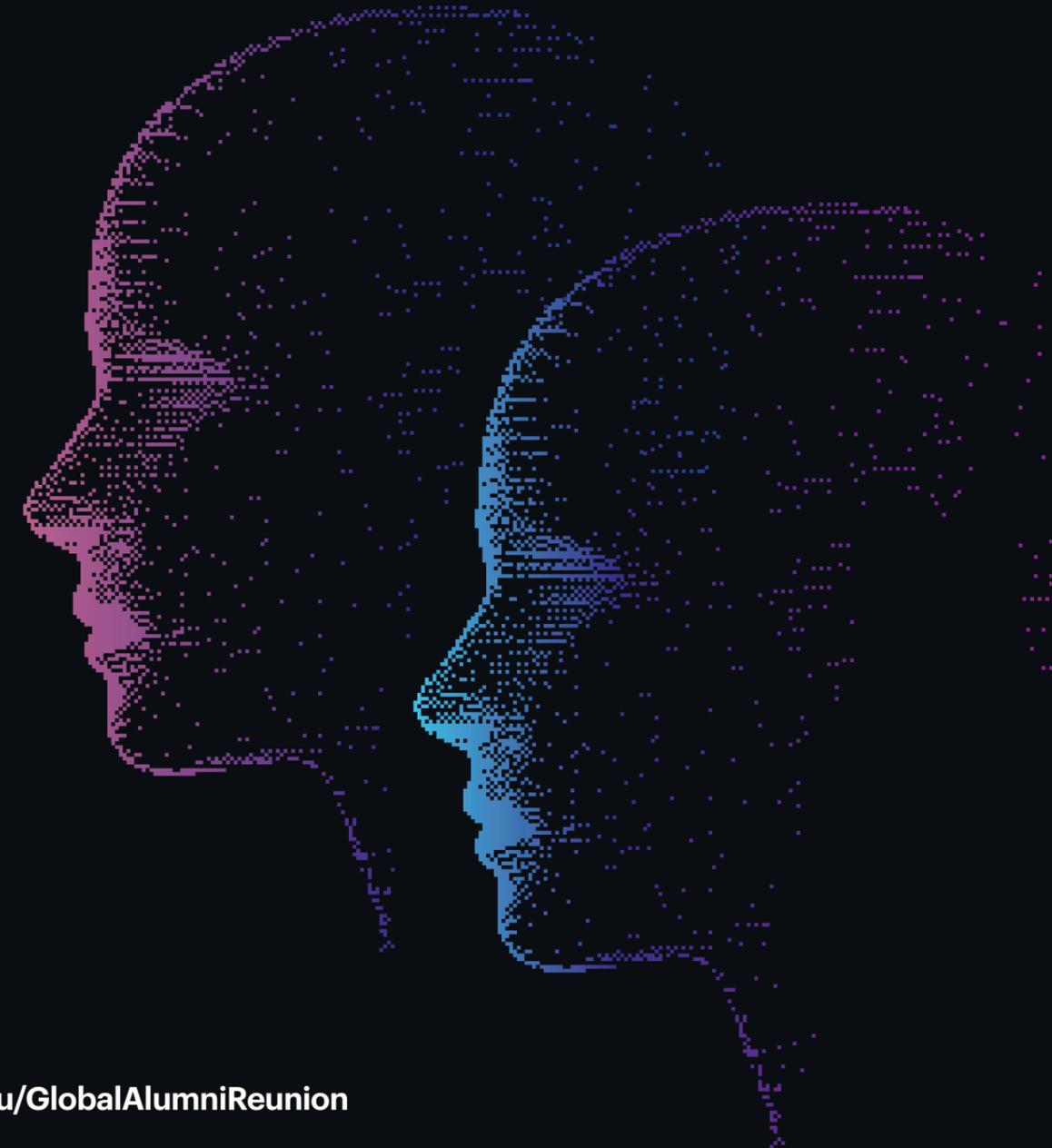


Javier Zamora
Professor of the Practice of
Management of Information Systems

GLOBAL ALUMNI REUNION

OCTOBER
6-8, 2022
MUNICH

AI: Using your power for good



www.iese.edu/GlobalAlumniReunion



Leading the conversation

To understand the impacts and challenges of AI, we're bringing together **corporate leaders, entrepreneurs, visionaries and policymakers** to reveal the new directions that AI is taking and to make sure we're ready to take advantage of AI in an ethical and socially responsible way.

The Global Alumni Reunion is an exceptional opportunity to get your message across to an exclusive audience of senior business leaders from a wide array of sectors, reaching up to 10,000 people worldwide in addition to gaining significant media coverage. More than 20 international media regularly cover the event.

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Recent speakers



Dame Vivian Hunt
Senior Partner, McKinsey & Company



Pablo Isla
Executive Chairman, Inditex



Baroness Denise Kingsmill
Peer, U.K. House of Lords



Risto Siilasmaa
Chairman, F-Secure Corporation



Jane Fraser
CEO, Citi



Pedro Duque
Astronaut



Helena Herrero
Managing Director, HP Southern Europe



Valentin Fuster
Director, Spanish National Center for Cardiovascular Research

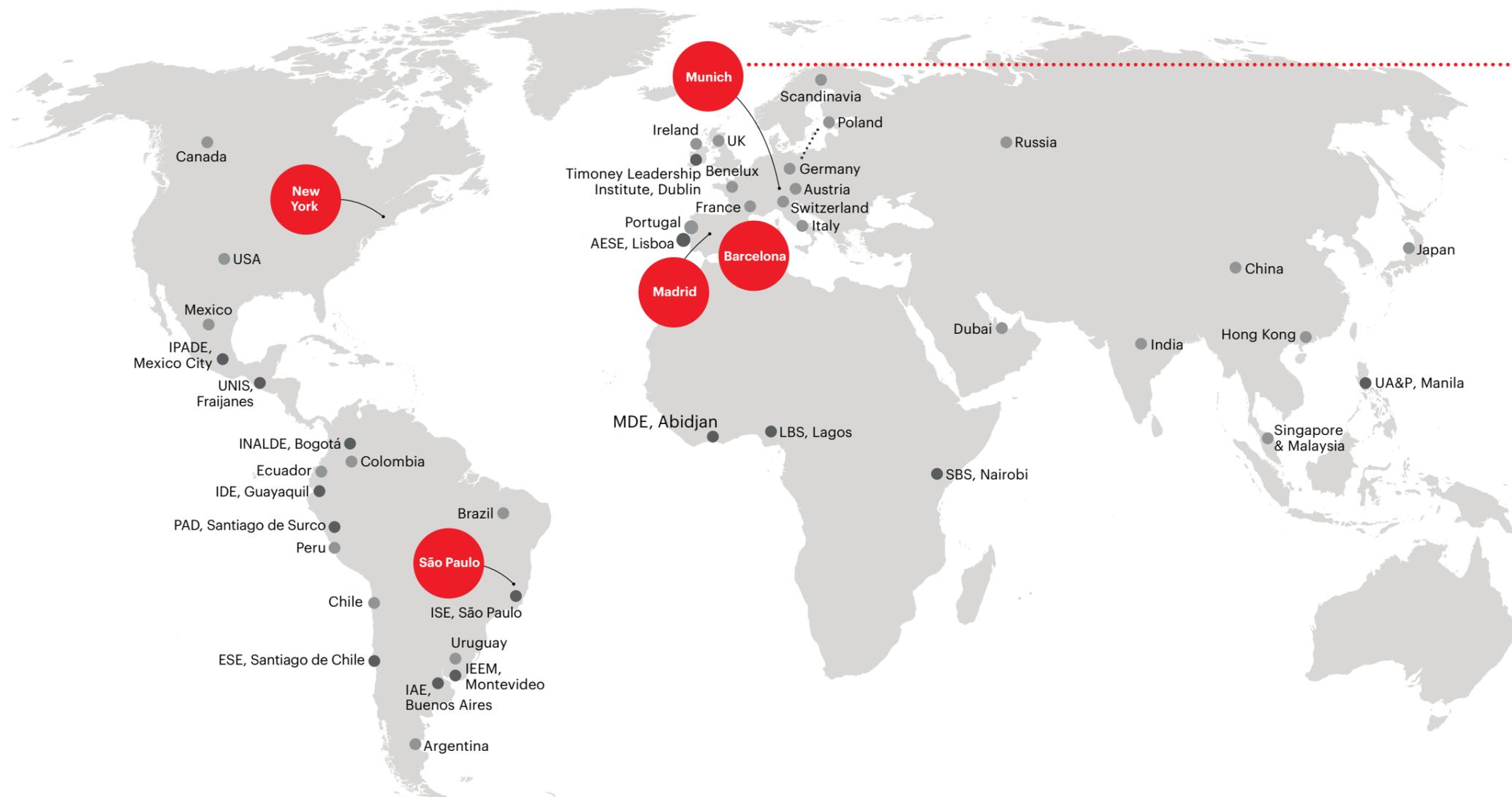


Halla Tómasdóttir
CEO, The B Team

Media Coverage



Our Alumni Your Audience



IESE Munich

The 2022 Global Alumni Reunion draws on IESE's close ties with the German business community and its active alumni throughout the DACH region.

This will be the third time IESE has held its flagship event in Munich, most recently in 2015 when it inaugurated the IESE Munich campus.

IESE Munich offers a growing portfolio of Executive Education, in-company programs (for MNCs operating in German-speaking and central European countries), Focused Programs as well as MBA and Global Executive MBA modules. In 2021, it added the Business Acceleration Program for senior managers and project leaders in the DACH region.

- IESE Campus
- Associated Business School
- Alumni Chapter

Since being founded in 1959 by IESE's first graduating class, the Alumni Association continues to grow.

53,600+

ALUMNI

147

DIFFERENT NATIONALITIES

125

COUNTRIES WHERE THEY OPERATE

5

CAMPUSES IN BARCELONA, MADRID, MUNICH, NEW YORK CITY AND SÃO PAULO

15

ASSOCIATED BUSINESS SCHOOLS THE LARGEST SUCH NETWORK IN THE WORLD

40

CHAPTERS ALUMNI COMMUNITIES ACTIVE IN DIFFERENT GEOGRAPHIES AND INDUSTRIES

Sponsorship Opportunities

As IESE's flagship event, the Global Alumni Reunion is an exceptional opportunity for companies to strengthen their brand with an exclusive target audience of up to 10,000 people worldwide, including senior business leaders from a wide array of sectors, in addition to significant media coverage.

Sponsorship Benefits

	Platinum Sponsor €75,000	Gold Sponsor €50,000	Silver Sponsor €25,000	Collaborating organizations €15,000
Before the event:				
Sponsor logo and link in all GAR communications	•	•	•	•
Permission to use GAR logo in sponsor communications	•	•	•	•
Sponsor banner on the IESE website	•	•	•	•
During the event:				
Logo presence on the main stage	•	•	•	•
Option of a virtual and/or physical stand (subject to conditions)	•	•	•	
Opportunity to distribute promotional materials to attendees (subject to IESE approval)	•	•		
VIP lunch	•	•		
Two tickets to attend the event in person (access is limited)	•	•		
Company representative may be able to participate on one of the panels (subject to IESE approval)	•			
Possibility of organizing PR events with GAR speakers	•			
Opportunity to sponsor other activities (welcome reception, dinner or cultural activities)	•			
Reserved table at the gala dinner	•			
After the event:				
Logo included in the post-event communication to all attendees	•	•	•	•
Full-page ad in <i>IESE Business School Insight</i> magazine, targeting 53,000+ alumni and subscribers	•			

Past Sponsors



Excellence is a mindset

IESE Business School believes in excellence in all our activities, from teaching and knowledge development to campus experience, career guidance and our lifelong relationships with participants.

Not surprisingly, IESE is consistently ranked among the best business schools in the world.

#1 in the world

for Executive Education & for Custom Programs
2015 / 2016 / 2017 / 2018 / 2019 / 2020
Financial Times



for MBA programs
2021
The Economist



www.iese.edu/alumni