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# BUSINESS SCHOOL PROFESSIONALS CONFERENCE 2019 PROGRAMME

1 – 2 July | Vienna, Austria | #AMBA19



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## WELCOME TO VIENNA

On behalf of the AMBA & BGA team, welcome to Austria and the elegant city of Vienna. I would like to thank our friends at WU Executive Academy for their time and hospitality in hosting our 2019 Business School Professionals Conference.

2019 has already proven to be the biggest year of growth in our 52-year history. Our portfolio of AMBA-accredited Business Schools has grown to 267 and the number of AMBA student and graduate individual members will soon reach the 45,000 milestone.

We launched the Business Graduates Association (BGA) in January this year and 63 Business Schools have already joined as members. BGA is a membership, validation and accreditation brand, incorporating a Business School's entire course portfolio, whereas AMBA focuses on leading Business Schools' MBA and MBM general management programmes. As with AMBA, the students and graduates of BGA Schools are also eligible for free individual BGA membership.

Business education has to remain current, set the trends and spark innovation across all industry sectors, and AMBA & BGA truly welcomes and appreciates the support it receives from organisations that are enhancing and elevating performance in the Business School space.

We want our global network of Business Schools to stay abreast of the latest developments in business education and for our supporters to provide the thought leadership and industry knowledge that is required. With that in mind, I would like to welcome our conference supporters, and express our sincere thanks to our partners, GMAC and ETS, and to our sponsors, Graduway and Higher Education Marketing. These four organisations all recently supported this year's Global Conference and their support enables us to host industry-leading events. We hope you enjoy meeting and forming relationships with thought leaders from our shared sector this week.

Thank you for joining us and I look forward to spending time with each of you.

A handwritten signature in blue ink that reads "Andrew Main Wilson". The signature is written in a cursive style and is positioned above a horizontal line that extends to the right.

**Andrew Main Wilson**  
CEO, AMBA & BGA

# PROGRAMME SCHEDULE

1 – 2 July | Vienna, Austria | #AMBA19

## MONDAY 1 JULY

09.00 – 09.30	Registration and networking
09.30 – 10.00	<b>Welcome</b>
10.00 – 10.40	<b>SESSION 1: Why and how to transform content for social</b>
10.40 – 11.10	Networking and refreshment break
11.10 – 11.50	<b>SESSION 2: Graduate management education trends and insights from GMAC Research</b>
11.50 – 12.30	<b>SESSION 3: Management education's changing competitive landscape</b>
12.30 – 14.00	Networking lunch
14.00 – 15.00	<b>SESSION 4: Evidence and insight – the global MBA trends you need to know about</b>
15.00 – 15.40	<b>SESSION 5: How Business Schools should be adapting their MBA programmes to prepare graduates for the future of work</b>
15.40 – 16.10	Networking refreshment break
16.10 – 16.50	<b>SESSION 6: How to ask AI the right questions</b>
16.50 – 17.30	<b>SESSION 7: Communicating the value of an MBA to employees</b>
19.00 – 22.30	Networking dinner at Veranda restaurant

# PROGRAMME SCHEDULE

TUESDAY 2 JULY	
09.30 – 10.00	<b>SESSION 8: The AMBA &amp; BGA Business School networks – market update</b>
10.00 – 11.00	<b>SESSION 9: Using strategic communications to give your Business School a competitive edge</b>
11.00 – 11.30	Networking and refreshment break
11.30 – 12.10	<b>SESSION 10: Expand and diversify your programme – understanding the GRE® test taker</b>
12.10 – 12.50	<b>SESSION 11: Alumnus case study – interview</b>
12.50 – 14.00	Networking lunch

# SESSION CONTENT

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## SESSION 1

### Why and how to transform content for social

Social media is one of the most powerful tools at a brand's disposal. Today's prospects are empowered by information from their social networks and actively turn to social media to find relevant content. When done properly, it is an effective resource that enables you to stay top of mind for the prospect.

This session is based on 'why' and 'how' to transform content for social media.

It starts with the 'why' – the context and research that illustrates the importance of creating content for social media. The subsequent segment demonstrates 'how' to do this, with practical steps on:

- Tools to help you understand your audience.
- How to connect with your audience.
- An organic and paid social media strategy.
- Where to look for content inspiration.
- Content examples for each phase of a prospect's journey and what good looks like.
- How employee advocacy plays a big role in all efforts.

The session serves as a guide for education-based marketing professionals and managers and can also be used as a handout for your social media teams to implement, as there are plenty of best-in-class examples used along the way.

#### Speaker

**Yvonne Boateng**, Social Media Director, Standard Chartered

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## SESSION 2

### Graduate management education trends and insights from GMAC Research

GMAC Research provides market intelligence and insights to help Business School admissions and recruitment professionals stay up to date in the rapidly evolving graduate management education industry.

Drawing from the latest GMAC surveys and GMAT exam data, this session will provide an in-depth view of current market trends impacting the MBA and discern how forces, such as geopolitics, student mobility, and the advent of new programmes and formats, are affecting graduate management education.

#### Speaker

**James Barker**, Market Development Manager, Europe, Graduate Management Admission Council (GMAC)

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# SESSION CONTENT

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## SESSION 3

### Management education's changing competitive landscape

Business Schools are currently undergoing rapid and far-reaching changes. This session focuses on four developments:

- New technologies and their impact on the way we teach.
- New competitors from outside the Business School arena and their encroachment on traditional customer bases.
- The increasing importance of new geographies, such as Asia, which offer high-quality alternatives to studying in Europe or the US.
- The emerging generation of managers who are helping to ensure that topics such as sustainability and ethics increasingly lie at the centre of management education.

Taken collectively, these developments are drawing Business Schools into a vortex in which many will not survive. Those that do survive will need to rethink their business models in order to remain relevant.

#### Speaker

**Bodo B Schlegelmilch**, Chair, AMBA & BGA, Professor of International Management and Marketing, WU Vienna University of Economics and Business

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## SESSION 4

### Evidence and insight – the global MBA trends you need to know about

This session will set out exclusive research that summarises key trends occurring within and affecting management education globally – from rankings, enrolment and careers to poverty, inequality and diversity.

#### Speakers

**Will Dawes**, Research and Insight Manager, AMBA & BGA

**David Woods-Hale**, Director of Marketing and Communications, AMBA & BGA

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## SESSION 5

### How Business Schools should be adapting their MBA programmes to prepare graduates for the future of work

How will digitisation and automation change the workplace of the future? What affects will these trends have on the skills demanded of future managers, and how should MBA programmes adapt to ensure their graduates are suitably prepared and poised to take advantage of opportunities in areas that are the least likely to be automated. This session will touch on seven key components:

1. Communication.
2. Content.
3. Context.
4. Emotional competence.
5. Teaching and coaching.
6. Connections and networking.
7. Ethical compass.

#### Speaker

**Vladimir Vano**, Group Economist, CentralNIC Group PLC

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# SESSION CONTENT

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## SESSION 6

### How to ask AI the right questions

AI is increasingly ubiquitous; not only can it often be found in places you don't see, but it's also capable of extremely powerful things. This isn't necessarily bad, but is AI doing those powerful things in the right way, or is it simply amplifying the problems of systems that are already inadequate?

As AI stands on the verge of implementation across multiple industries, such as banking, healthcare, security, government and education, this session will explore if we are asking technology to do the right things in the right way. It will also explore how we can use AI more ethically, more inclusively and more meaningfully. Lastly, as human-centred design and co-design are leading methods of production for many new AI-powered products and services, we will explore some of the questions you can ask to influence the design process of AI-powered applications in your industry.

#### Speaker

**Akil Benjamin**, Co-Founder and Head of Research, COMUZI

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## SESSION 7

### Communicating the value of an MBA to employees

How can the value of MBA programmes be communicated to an organisation's employees? In this session, Judith Hanika-Grünn, Group Expert, Development and Change Management at Austrian banking group, Raiffeisen Bank International, will shed light on how she consults and supports executives and managers in their decision-making process prior to embarking on a part-time MBA programme.

In conversation with Ines Simonen, Hanika-Grünn will also discuss how to ensure that the knowledge and learning acquired by an individual MBA participant is transferred effectively into their organisation.

#### Interviewer

**Ines Simonen**, Learning Design, WU Executive Academy, Vienna University of Economics and Business

#### Interviewee

**Judith Hanika-Grünn**, Group Expert, Executive Development and Change Management, Raiffeisen Bank International AG

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## SESSION 8

### The AMBA & BGA Business School networks – market update

AMBA, as the only MBA-specific accrediting organisation in the world, is perfectly placed to offer a unique view on global MBA markets, key current and future MBA and business education trends.

#### Speaker

**Andrew Main Wilson**, CEO, AMBA & BGA

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# SESSION CONTENT

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## SESSION 9

### Using strategic communications to give your Business School a competitive edge

Business Schools around the world are facing mounting pressure to find innovative ways to engage with new target audiences, defined by key criteria such as geography, experiences, ethnicity or aspiration.

In this session, we will explore how merging perspectives and expertise across the Business School can contribute to shaping and strengthening your competitive edge.

This session will focus on reaching new markets and taking action on a global level in order to reach strategic goals. It will investigate the best methods for success with influential media outside your School's comfort zone, and help you discover and uncover the messages that will help your institution stand out from the crowd, break down silos and produce truly effective strategic communications results.

It will draw on best practice examples from external agencies, in-house marketing, alumni relations, admissions, and programme manager perspectives.

#### Speaker

**Stephanie Mullins**, Account Director, BlueSky Education

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## SESSION 10

### Expand and diversify your programme – understanding the GRE® test taker

To help expand and diversify your Business School programme, this session will take an in-depth look at individuals who recently took the GRE General Test and provide valuable information to help recruit and attract students to your programmes.

#### Speaker

**Stella Saliari**, Academic Relations Manager, ETS Global

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## SESSION 11

### Alumnus case study – interview

In this interview, Wolfgang Sulzgruber will give his opinion and feedback on his experience of the Global Executive MBA at WU Executive Academy.

He will talk about his professional background before and after completing the programme and how he leveraged the programme to drive his career forward.

#### Interviewer

**Christina Knopf**, Learning Design, WU Executive Academy, Vienna University of Economics and Business

#### Interviewee

**Wolfgang Sulzgruber**, Senior Business Manager and Entrepreneur, GEM Alumnus

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## CONFERENCE HOST

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### **ANDREW MAIN WILSON** CEO, AMBA & BGA

Andrew is Chief Executive of the Association of MBAs and the Business Graduates Association (AMBA & BGA).

AMBA accredits 267 Business Schools in 75 countries and also provides membership to 43,000 AMBA Schools' MBA students and graduates in 150 countries.

BGA, launched in January 2019, is the organisation's most significant launch in more than 30 years. BGA champions practical, entrepreneurial and socially responsible management education, offering membership, validation and accreditation to Business Schools who can demonstrate impact and commitment to BGA's charter. As with AMBA, students and graduates of BGA Schools are eligible for free BGA membership.

Andrew was also Chairman of the United Nations PRME (Principles for Responsible Management Education) from 2016 to 2018.

Andrew commenced his career with Thomson Holidays (now TUI), then the world's largest travel tour operator. He progressed to become Marketing and Commercial Director of Thomas Cook and then Sales and Marketing Director of Citibank Diners Club. He subsequently joined the Institute of Directors (IoD) as Chief Operating Officer.

He is an experienced Non-Executive Director (NXD), having served as an NXD on AIM-listed and entrepreneurial startup boards, in the commercial real estate and luxury sectors.

Andrew has a strong interest in global leadership excellence. He has interviewed more than 100 of the world's most influential leaders, in the fields of business, politics, sport and entertainment, including Bill Gates, Baroness Thatcher, HRH The Duke of Edinburgh, Archbishop Desmond Tutu, Jack Welch, Sir Richard Branson and Sir David Attenborough.

Andrew has visited 176 of the world's 200 countries on a global journey to become the first person to visit all 200 countries and tell the story, in images and words, of the most inspiring travel experiences on Earth.

He was educated at Dulwich College and the University of Birmingham (UK) and Harvard Business School (US).

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## CONFERENCE ORGANISER

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### **LEAH CARTER** Head of Events, AMBA & BGA

Leah is Head of Events at AMBA & BGA, where she has been for nine years. As Head of Events, Leah has been instrumental in developing the organisation's event strategy, in terms of volume and quality.

Leah is responsible for a substantial portfolio of more than 30 international and regional events including conferences, gala dinners, awards ceremonies, fairs, networking, press briefings and webinars.

Leah has a strong financial services background having worked for international firms such as PwC and JPMorgan Chase, as a Project Manager and a Productions Assistant respectively. She holds a BSc in psychology, an MSc in health psychology and is also a Project Management Course Agile and PRINCE2 practitioner.

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# UPCOMING EVENTS



Latin America Conference  
2 – 4 September 2019 – Quito, Ecuador



Accreditation Forum  
30 September, 1 October 2019 – Oslo, Norway



Asia Pacific Conference  
13 – 15 November 2019 – Chengdu, China



Gala Dinner  
7 February 2020 – London, UK

To find out about these events and many others that we organise visit:

**[www.associationofmbas.com/events](http://www.associationofmbas.com/events).**

Alternatively please contact: Leah Carter, Head of Events via  
[l.carter@associationofmbas.com](mailto:l.carter@associationofmbas.com), +44 (0)20 7246 2694.

## SPEAKER PROFILES



### **JAMES BARKER**

#### **Market Development Manager, Europe, Graduate Management Admission Council (GMAC)**

James Barker is Market Development Manager for GMAC and is based in its London office. He works with institutions to help them understand and use GMAC's range of products and services to aid their recruitment and admissions processes. He also engages with prospective graduate management education candidates, primarily to raise awareness of the GMAT exam.

Prior to joining GMAC, James spent seven years in the admissions team for the full-time MBA programme at Judge Business School, University of Cambridge.



### **AKIL BENJAMIN**

#### **Co-Founder and Head of Research, Comuzi**

Akil Benjamin is Co-Founder and Head of Research at Comuzi, a future-focused creative innovation firm, working at the intersection of emerging technology and humans. Current and recent clients of Comuzi include Nike, ASOS, Uber, BBC Research and Development, University of the Arts London (UAL), Ustwo and the NHS.

Akil is a multidisciplinary researcher whose most recent work around redesigning mental health and social protection services with the Grae Matta Foundation has been recognised by the G20 as international best practice.

In his work at Comuzi, Akil is dedicated to pushing boundaries and challenging conventional thinking on how we connect with people meaningfully, and at all levels, through technology. His work, thoughts and reflections on this topic can be found in the Comuzi Journal.



### **YVONNE BOATENG**

#### **Social Media Director, Standard Chartered**

A marketing and communications professional, Yvonne Boateng is passionate about the power of content in social media and transforming the way people think about social.

As Social Media Director at Standard Chartered, Yvonne is responsible for the company's corporate social media channels and its social media strategy.



### **WILL DAWES**

#### **Research and Insight Manager, AMBA & BGA**

Will is the Research and Insight Manager at AMBA & BGA. He is responsible for positioning the organisation as the insight leader on post-graduate business management education. Will's role includes designing AMBA & BGA's research programme and the execution of its projects, as well as developing original research content, communicating findings, and writing thought-leadership pieces on the outlook for MBAs globally.

Prior to joining AMBA & BGA in 2018, Will spent 10 years at Ipsos MORI, a leading research agency, where he worked within its public affairs division. Throughout this time he was responsible for the management of high-profile research projects covering areas such as policy development, communications strategy and impact, corporate reputation, and public sector programme evaluations. Will's clients included the Home Office, the British Council, the Gambling Commission, and the Law Society.

## SPEAKER PROFILES



### JUDITH HANIKA-GRÜNN

#### Group Expert, Executive Development and Change Management, Raiffeisen Bank International AG

Judith Hanika-Grünn is Group Expert, Development and Change Management, at Austrian banking group, Raiffeisen Bank International. Her areas of focus include executive development, performance management, and organisational culture.

Judith has more than 30 years of professional experience in expert and leadership positions in the areas of HR and organisational development in multinational companies, including Girozentrale, Philips Austria and Raiffeisen Bank International. She studied business administration and education at WU Vienna University of Economics and Business.



### CHRISTINA KNOPF

#### Learning Design, WU Executive Academy, Vienna University of Economics and Business

Christina Knopf is part of the executive education team at WU Executive Academy, where she is responsible for the design, management, marketing, and strategic positioning of open enrolment programmes. She works with professors, companies and participants on the development of new executive education formats, primarily on topics relating to leadership.

Christina is a leadership coach, an expert in personality development, and has recently developed a programme for emerging leaders. She supports people in finding their personal leadership style, solving conflicts and identifying team dynamics.

After completing her studies in education science at the University of Vienna, Christina worked in HR consulting and as a team and project leader for a training company. In addition to her current role at WU Executive Academy, Christina works for a small startup, where she organises and moderates events for up to 200 people.



### STEPHANIE MULLINS

#### Account Director, BlueSky Education

Stephanie is an Account Director at BlueSky Education, a leading PR and communications specialist for the business and higher education sector.

A formally-trained journalist, Stephanie has built up a portfolio of international Business Schools and universities. She manages the reputations of these Business Schools, directs media strategy around new campus openings, acts as a growth PR consultant for in-house teams and supports admissions staff in reaching new markets for student recruitment.

Stephanie has worked with recognised names such as: HEC Paris; Saïd Business School at the University of Oxford; ESMT Berlin; University of Edinburgh Business School; Desautels Faculty of Management at McGill University; NEOMA Business School; King's Business School; ESCP Europe; UCL School of Management; and many more across the world.

Stephanie has also developed strategic relationships with key industry players, from accreditation bodies and ranking specialists to renowned editors and academics. She achieves visibility for clients in, and maintains relationships with, a breadth and depth of important publications, from dedicated trade outlets to global giants such as *Forbes*, *Wall Street Journal*, *BBC*, *Financial Times* and *the Economist*.

## SPEAKER PROFILES

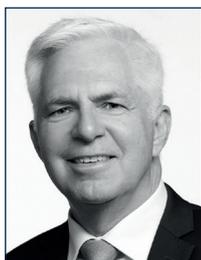


### STELLA SALIARI

#### Academic Relations Manager, ETS Global

Stella Saliari is an Academic Relations Manager for ETS Global in Amsterdam. She coordinates outreach for the GRE® and TOEFL® tests in Europe and works closely with universities and Business Schools.

Stella holds an MSc in Middle East politics from the School of Oriental and African Studies (SOAS), University of London, and a degree in English and German language and literature from the Technical University of Braunschweig in Germany.



### BODO B SCHLEGELMILCH

#### Chair, AMBA & BGA, Professor of International Management and Marketing, WU Vienna University of Economics and Business

Professor Bodo B Schlegelmilch is Chair of AMBA & BGA and heads the Institute for International Marketing Management at WU Vienna University of Economics and Business. For more than 10 years, he served as founding Dean of the WU Executive Academy.

Starting at Deutsche Bank and Procter & Gamble in Germany, he continued his career at the University of Edinburgh and the University of California, Berkeley. Professorships at the University of Wales (UK) and Thunderbird School of Global Management (US) followed.

Bodo serves on Business School advisory boards in Europe and Asia and has taught in more than 30 countries across six continents. His research interests range from international marketing strategy to CSR, and his work has been published in leading academic journals, such as the *Strategic Management Journal*, *Journal of International Business Studies* and *Journal of the Academy of Marketing Science*. Bodo was Editor-in-Chief of the *Journal of International Marketing* and has served on the editorial boards of the *Journal of Marketing*, the *International Journal of Research in Marketing* and many others.

Initially educated in Germany, he obtained two doctorates (PhD and DLitt) from the University of Manchester (UK) and an honorary PhD from Thammasat University (Thailand).



### INES SIMONEN

#### Learning Design, WU Executive Academy, Vienna University of Economics and Business

Ines Simonen is part of the executive education team at WU Executive Academy, where she specialises in customised educational programmes and initiatives for companies and organisations.

Ines's responsibilities lie in developing and organising leadership development programmes for national and international organisations. This has seen her work with a wide selection of different organisations and target groups that include senior executives, middle managers and those of high potential. She has also worked with clients across a variety of sectors including banking and finance, manufacturing, public sector, automotive and telecommunications.

Ines has a background in HR and organisational development, and a history in educational business events, leadership and training.

## SPEAKER PROFILES



### **BARBARA STÖTTINGER**

**Dean, WU Executive Academy, Vienna University of Economics and Business**

Dr Barbara Stöttinger is Dean of the WU Executive Academy, the Business School of the Vienna University of Economics and Business (WU Vienna).

Dr Stöttinger is also Associate Professor at WU Vienna's Institute for International Marketing Management. Prior to joining WU Vienna, she gained industry experience as a Product Group Manager in the consumer electronics industry, and in consulting. She has extensive experience as a lecturer and executive educator in marketing and international marketing in North America, Europe and Asia, and for which she has received several outstanding teaching awards.

Her research focus lies in international marketing issues, such as international pricing in SMEs and international consumer behaviour. Her work has been published in leading journals, such as *Journal of International Marketing*, *Business Horizons*, *International Business Review*, *Psychology & Marketing*, *Journal of Consumer Behaviour* and *International Marketing Review*. She serves as reviewer for top journals, on editorial boards and is co-author of a textbook in global marketing management.



### **WOLFGANG SULZGRUBER**

**Senior Business Manager and Entrepreneur, GEM Alumnus**

Wolfgang Sulzgruber is an entrepreneur and senior business manager with an extended international background in the high-tech B2B sector. He is passionate about corporate entrepreneurship that facilitates long-term innovation – that is, using lean startup methods alongside corporate organisational development.

Most recently, Wolfgang was Senior Head of New Business and Digital Solutions at Hutchison Drei Austria (part of telecommunications firm, Three) where he developed an international product portfolio and implemented innovation methods and processes. Prior to this, as an International Manager at access systems company, Skidata, he developed solution portfolios, long-term business plans and was responsible for executing international growth strategies.

Wolfgang holds a master's degree in industrial management and completed the Global Executive MBA at WU Executive Academy.



### **VLADIMIR VANO**

**Group Economist, CentralNic Group PLC**

Vladimir Vano is Group Economist at global software platform company, CentralNic Group. He is an alumnus of WU Vienna University of Economics and Business, and Carlson School of Management, University of Minnesota.

Prior to joining CentralNic Group in 2017, he was Chief Economist at Sberbank Europe (from 2013) and Chief Analyst of Sberbank Slovenia (from 2007). He entered the financial sector as Research Assistant to the Chief Economist of ING's Slovakian branch in 1999.

Vladimir serves on the Macroeconomic Forecasting Committee at the Ministry of Finance of the Slovak Republic. In 2011 and 2012, he served as External Advisor for Monetary Affairs to the Deputy Prime Minister and Minister of Finance of the Slovak Republic. In addition, he is on the list of vetted experts for public finance with the UNDP (United Nations Development Programme) and serves on the Board of the Pontis Foundation in Bratislava, as well as on the International Advisory Board of the WU Executive Academy in Vienna.

## SPEAKER PROFILES

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### DAVID WOODS-HALE

#### Director of Marketing and Communications, AMBA & BGA

David is Director of Marketing and Communications at AMBA & BGA and is responsible for the management of its award-winning magazine *AMBITION*, as well as devising and executing AMBA's global public relations strategy and overseeing its research department.

Prior to joining AMBA & BGA in 2016, David held a variety of roles in journalism, publishing and marketing, having most recently been Director of the marketing agency Humm Media.

David has written for publications including *PRWeek*, *Employee Benefits*, *Money Marketing*, *HR* magazine, *Independent Nurse*, *The Guardian*, *Corporate Adviser*, *Management Today*, *The Economist*, *The Bookseller* and *The Independent* as well as working on TV productions, including *Don't Blame Facebook*. In 2012, he was shortlisted for Business Journalist of the Year, was awarded Career Development Journalist of the Year and HR Journalist of the Year and was named as one of the 30 journalists to watch under 30. He was also ranked the number one most influential social media commentator in the world on the topic of employment law.

In 2013, David launched *Dialogue*, an international business journal for Duke University (US). He simultaneously moved into book publishing and became Editorial Director for the US and UK at LID Publishing. During this time, the company launched more than 20 top 20 best-selling business books. In 2015, David edited and published *Not Knowing* which was named management book of the year by The British Library and The Chartered Management Institute.

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# PARTNERS

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## GRADUATE MANAGEMENT ADMISSION COUNCIL (GMAC)

The Graduate Management Admission Council (GMAC) is a not-for-profit organisation of 225 leading graduate Business Schools from around the world that are actively committed to advancing the art and science of admissions. The Council provides the solutions necessary for Business Schools and candidates to discover and evaluate one another to ensure that talent never goes undiscovered.

GMAC owns and administers the Graduate Management Admission Test® (GMAT®) exam, used by more than 6,500 graduate programmes worldwide, as well as the NMAT by GMAC™ exam, used for entrance into graduate management programmes in India.

GMAC's suite of research, products, and services go beyond testing and admissions, and are built on decades of experience and rich market intelligence that addresses the diverse needs of Schools and students. GMAC can help you identify and select the right candidates for your programmes, sharpen your skills through professional development events, and inform your admissions, recruiting, and communication strategies and decisions.

[www.gmac.com](http://www.gmac.com)



## EDUCATIONAL TESTING SERVICE (ETS), GRE

ETS helps advance quality and equity in education by providing fair and valid assessments, research and related services. Founded in 1947, ETS serves individuals, educational institutions and government agencies by providing assessments, research and policy studies that address education challenges.

ETS develops, administers and scores more than 50 million tests annually – including the GRE® General Test, the TOEFL® and TOEIC® tests, and the Praxis Series® assessments – in more than 180 countries and 9,000 locations worldwide. The GRE® Program helps Business Schools connect with over half a million prospective students from a wide range of backgrounds.

[www.ets.org/gre/business](http://www.ets.org/gre/business)

## EVENT SPONSORS



### GRADUWAY

Graduway is a global market leader in alumni engagement, career guidance and mentoring solutions, trusted by more than 800 universities and Business Schools.

Graduway provides alumni relations professionals with a powerful platform to scale their alumni relations activities more effectively, and transforms career services departments from a one-size-fits-all model to a digital career community.

[www.graduway.com](http://www.graduway.com)

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### HIGHER EDUCATION MARKETING

Higher Education Marketing (HEM) is a fully comprehensive digital marketing agency working exclusively in the education sector. HEM works with globally-focused institutions to evaluate their brand, bolster their digital presence, and increase enquiries and bookings through their digital channels.

HEM assists its clients in connecting with students using customised, data-driven recruitment solutions and offers an online application tool as well as CRM technology to manage leads and keep track of the enrolment process.

[www.higher-education-marketing.com](http://www.higher-education-marketing.com)

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# BGA membership is free for AMBA-accredited institutions



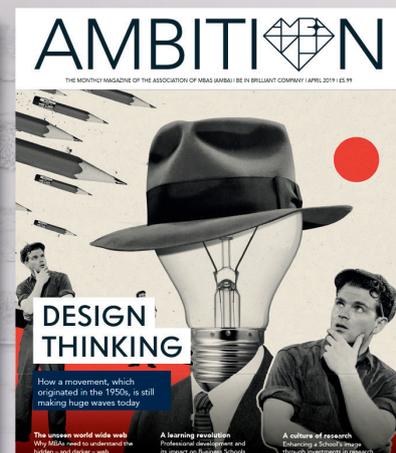
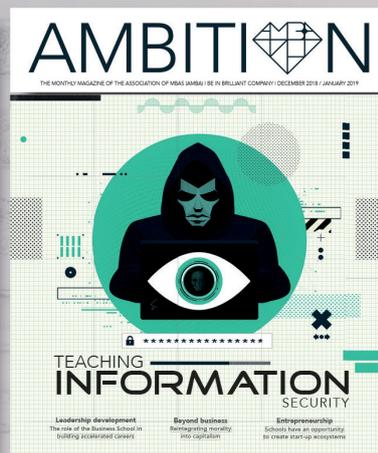
AMBA-accredited Schools can enjoy free BGA membership for their institutions, with which you can gain access to a range of tools structured and tailored to provide a competitive advantage and a leading edge.

Services and benefits include a feature on BGA's exclusive Business School Search, which provides improved visibility, access to the BGA Research and Insight Centre, access to desktop reviews, and much more.

Additionally you can unlock BGA student membership; a free service for students of member Schools. The BGA student and graduate platform is packed with tools and tangible benefits, dedicated to enhancing the professional and personal growth of current and aspiring business leaders.

Visit [businessgraduatesassociation.com/amba-bga](http://businessgraduatesassociation.com/amba-bga) to learn more about this free offer for AMBA-accredited institutions.

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