### February 2021 (Day 1)

**Virtual Platform Exploration**  
Explore the Hopin platform to learn about navigating and networking opportunities for a successful conference experience.

**Welcome and Keynote 1**

**Creating a Societal Impact Plan**  
Learn how to create and implement a societal impact plan for your institution.

**Various Affinity Group Meetings**

**Social Hour**

### February 2021 (Day 2)

**Networking activity**

**Concurrent Sessions (short presentations, followed by discussions)**

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Trends</th>
<th>Societal Impact</th>
<th>Leadership</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A1) Risk / Crisis Management</td>
<td>(A2) Future of Work</td>
<td>(A3) Impacting Local Communities</td>
<td>(A4) Faculty Management</td>
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<tr>
<td>Strategic planning during and post crisis – assessing your risk and mitigation management. How are you leading in the crisis? Explore strategies to pivot, keep constituents engaged and what to do to prepare?</td>
<td>This session will explore innovations in technology and what b-schools need to do to keep up for preparing students in the ever-changing world of work.</td>
<td>Explore strategies and examples of b-schools and industry working together to solve global problems around faculty research, teaching, operations, and students’ projects in accordance with the new standard 9 of the 2020 Business Accreditation Standards.</td>
<td>Learn take-aways that can improve collaboration / communication / challenges with faculty</td>
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**DataDirect**
DESIGN YOUR TIME

This is your time! Rest and relax, or take advantage of networking opportunities:

- **Speed Networking**: Take advantage of this opportunity to get to know fellow conference attendees! Simply enter the Speed Networking area and you will be paired with another conference attendee and can meet for up to 3 minutes, using video and audio.

- **1:1 Meeting Rooms** – in addition to direct messaging, you can set up private one-on-one calls with audio and video with fellow conference attendees.

Demo Session 1

**Bonus Session: Exploring Macrotrends**

Here's what we're seeing from some of the quick take surveys you've participated in – we'll explore what's happening in program portfolios, faculty and staff count changes, what impact has crises had on hiring job market and more.

Social Hour

**February 2021 (Day 3)**

**Networking activity**

**Concurrent Sessions**

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<td>(B1) Financial Strategies</td>
<td>(B2) Mobility</td>
<td>(B3) Sustainable Development Goals</td>
<td>(B4) Mental Health and Wellbeing</td>
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<tr>
<td>How are business schools</td>
<td>Questions of mobility abound in a usually global and interconnected world. In light of the pandemic and the restrictions we all face, how do we go about hiring international faculty; what will be the implications for international student mobility and</td>
<td>This session explores examples of how business schools are incorporating the UN Sustainable Development Goals into curriculum and operations to solve Wicked Problems.</td>
<td>How are institutions managing the mental health and wellbeing of their students, faculty and staff?</td>
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<td>operating with reduced budgets &amp; decreased enrollments (due to Covid) and what are the strategies for driving cost savings and additional revenue sources, not just cost savings</td>
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to maintain sustainable business models. managing their experiences and expectations? How does pedagogy and internships adapt to meet the needs of students and industry partners?

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**Demo Session 2**

**Influential Leaders**

**February 2021 (Day 4)**

**Networking activity**

**Keynote 2**

**BREAKOUTS: Interactive Discussions**
Join facilitated, small group discussions on your topic of interest. More details coming soon!

**Concurrent Sessions**

<p>| Strategy | Trends | Societal Impact | Leadership |</p>
<table>
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<tr>
<th>(C1) Pricing Strategies</th>
<th>(C2) Virtual Value-Add</th>
<th>(C3) Diversity, Inclusion &amp; Belonging</th>
<th>(C4) Games of Deans</th>
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<td>Pricing strategy for programs (low cost MBA); what pricing strategy are you pursuing and students wanting to know what they are truly paying for – overhead costs. Refund strategies.</td>
<td>How have you adapted virtual tools for efficiency throughout your operations - in the classroom, in experiential learning, in advisory committee meetings or other outlets?</td>
<td>Explore strategic and inclusive leadership practices to enhance your campus environment and student and staff engagement and motivation</td>
<td>Interactive, serious games session designed to help imagine the future of teaching</td>
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**Demo Session 3**

**2020 Business Accreditation Standards Q&A**
Take this opportunity to ask your accreditation questions

**Volunteer Training Process**
Learn more about the volunteer training process, including what you’ll need to do, how to do it, who needs to do it, etc.

**PROGRAM CONCLUDES**