

Program Management Seminar 2022

11-13 May
IEDC-Bled School of Management

Wednesday, 11 May

- 08:30 - 09:00 Registration and coffee
- 09:00 - 10:15 **Welcome by Danica Purg**, President of CEEMAN and IEDC-Bled School of Management
- Introduction to the Program**
Paul Matthyssens, Tadeja Omovšek
- Excellent Program Manager's Qualities: Sharing Experiences and Discussion (Ice breaker)**
Paul Matthyssens
- 10:15 – 10:45 Coffee break
- 10:45 – 12:30 **Creating an Impactful Learning Environment: Key Success Factors for Programs**
Workshop & Debriefing
Paul Matthyssens
- Critical Reflections & Gaps on Management Education at Business Schools Beacons for Future-Proof Program Management**
Paul Matthyssens
- 12:30 – 14:00 Lunch
- 14:00 – 15:30 **Managing a Diversity of Programs: The Role of the Program Manager**
Nenad Filipović, Paul Matthyssens
- 15:30 – 16:00 Coffee break
- 16:00 – 17:30 **Moments of Truth in Delivering Customer Service**
Nenad Filipović, Paul Matthyssens
- Plenary Discussion on Homework Assignment: Addressing Challenges in Creating Customer Satisfaction (and best practice examples?)**
Nenad Filipović, Paul Matthyssens

Thursday, 12 May

- 09:00 – 10:30 **Building International Reputation through Marketing and Communications
Marketing and Sales Approaches for Program Management**
Exchange of experience and discussion
Andrew Crisp
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 **Engaging the Alumni: Management and Networking**
Exchange of experience and discussion
Andrew Crisp
- 12:30 – 15:00 Pizza at IEDC & Trip to Bled Island
- 15:00 – 16:00 **Working Together as a Team with Program Director, Faculty, and Staff**
Lecture and workshop introduction
Drikus Kriek
- 16:00 – 16:20 Coffee break
- 16:20 – 17:20 **Working Together as a Team: The Program Manager's Role**
Workshop: Experience exchange
Drikus Kriek, Paul Matthyssens
- 17:20 – 17:30 Stretch break
- 17:30 – 18:30 **Working Together as a Team: The Program Manager's Role**
Workshop de-briefing, group discussion and conclusions
Drikus Kriek, Paul Matthyssens
- 19:00 Dinner

Friday, 13 May

- 09:00 – 10:30 **Ethical Responsibilities of a Program Manager**
Danica Purg
- 10:30 – 11:00 Coffee break
- 11:00 – 12:00 **When the Pressure Is on You: Time Management and Handling Priorities**
Danica Purg
- 12:00 – 12:45 **Reflection on Lessons Learnt and Identification of Remaining Questions &
Dilemma's faced by Participants**
Individual reflection and Plenary Inventory (Input for afternoon debate)
Paul Matthyssens
- 12:45 – 13:30 Lunch at IEDC

13:30 – 14:30

Closing Discussion on Remaining Questions & Dilemma's faced by Participants

Concluding Thoughts on Program Relevance and Excellence:

Quality, Sustainability, Innovation, Engagement, and Impact

Danica Purg, Paul Matthyssens

14:30 – 15:00

Presentation of Certificates