

Program Management Seminar 2024

Wednesday, 10 April

- 08:30 - 09:00 Registration and coffee
- 09:00 - 10:45 **Welcome by Danica Purg**, President of CEEMAN and IEDC-Bled School of Management
- Introduction to the Program**
Drikus Kriek, Program Manager Sabina Mešić
- Excellent Program Manager's Qualities: Sharing Experiences (Ice breaker)**
Drikus Kriek
- 10:45 – 11:15 Coffee break
- 11:15 – 12:15 **Creating an Impactful Learning Environment: Drivers and Inhibitors for Program Management. The Program Managers' Skill Set.**
Drikus Kriek
- 12:15 – 13:30 Lunch
- 13:30 – 15:00 **Moments of Truth in Delivering Customer Service for a Diversity of Programs**
Nenad Filipović, Drikus Kriek
- 15:00 – 15:30 Coffee break
- 15:30 – 17:00 **Design thinking Workshop on Moments of Truth over the Customer Experience Cycle**
Engagement and empathy by the program manager
Lead: Nenad Filipović

Thursday, 11 April

- 09:00 – 10:30 **Marketing and Communications Towards Candidates, Students and Alumni: Building International Reputation and Engagement**
Frameworks, exchange of experience and discussion
Andrew Crisp
- 10:30 – 11:00 Coffee break
- 11:00 – 12:30 **Marketing and Sales for Programs**
Exchange of experiences on best (social) marketing and sales practices by participants' schools

Lead: Andrew Crisp

12:30 – 13:15

Pizza at IEDC

13:15 – 14:45

Working Together as a Team with Program Director, Faculty, and Staff

Lecture and workshop introduction

Drikus Kriek

14:45 – 15:15

Coffee break

15:15 – 16:45

Online and offline program delivery

Best practices from IMD Lausanne

Seán Meehan

16:50 – 18:20

Trip to Bled Island

19:30

Dinner

Friday, 12 April

09:00 – 10:00

Ethical Responsibilities of a Program Manager

Danica Purg

10:00 – 10:30

Coffee break

10:30 – 11:30

When the Pressure Is on You: Time Management and Handling Priorities

Danica Purg

11:30 – 13:00

From Theory to Practice

Remaining issues, experiences and conclusions

Drikus Kriek

13:00 – 14:00

Lunch

14:00 – 14:45

Presentation of Certificates