

Program Management Seminar 2024

Wednesday, 10 April

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, Program Manager Sabina Mešić 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: Drivers and Inhibitors for Program Management. The Program Managers' Skill Set. Paul Matthyssens Beacons for Future-Proof Program Management Paul Matthyssens
12:30 - 14:00	Lunch
14:00 - 15:30	Moments of Truth in Delivering Customer Service for a Diversity of Programs Nenad Filipović and Paul Matthyssens
15:30 - 16:00	Coffee break
16:00 - 17:30	Design thinking Workshop on Moments of Truth over the Customer Experience Cycle. Engagement and empathy by the program manager Lead: Nenad Filipović and Paul Matthyssens

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 and Paul Matthyssens
- 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 – 16:10 Coffee break
- 16:10 – 17:10 **Working Together as a Team: The Program Manager's Role**
Workshop: experience exchange using Homework
Drikus Kriek
- 17:10 – 17:20 Stretch break
- 17:20 – 18:20 **Working Together as a Team: The Program Manager's Role**
Workshop de-briefing, group discussion and conclusions
Drikus Kriek
- 19:00 Dinner

Friday, 12 April

- 09:00 – 10:30 **Ethical Responsibilities of a Program Manager**
Discussing input from homework day 3
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 – 13:00 **Program Rigor and Relevance**
Remaining issues, experiences and conclusions
Danica Purg, Paul Matthyssens
- 13:00 – 14:00 Lunch
- 14:00 – 14:45 **Presentation of Certificates**