

Program Management Seminar 2023

17-19 April
IEDC-Bled School of Management

These three short tasks are to be prepared before joining Bled. Please bring a printed copy with you and send a mail attachment of all three tasks/homework to sladjana.milasinovic@ceeman.org 48 hours before the start of the seminar.

Homework for Day 1:

1. Describe the main challenges you face while seeking to create customer satisfaction for your programs (specify which type of programs you manage) (max. 1 page)

Homework for Day 2:

2. What is your biggest challenge in *managing* the Program Management team (max. 1 page)?

Homework for Day 3:

3. Describe an ethical dilemma you faced as Program manager and how you coped with it? (max. 1 page)

Monday, 17 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 Slađana Milašinović 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: Workshop using Day 1 Homework Paul Matthyssens
15:30 – 16:00	Coffee break
16:00 – 17:30	Stakeholder Testimonies: Learners/Managers and Faculty experiences on Product Management Excellence. Discussion Guests: Professor, Business Representative and MBA Student Lead: Paul Matthyssens

Tuesday, 18 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	Digital Marketing and Sales Approaches for Program Marketing Exchange of experience and discussion Andrew Crisp and Digital Marketing Specialist
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 Day 2 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

Wednesday, 19 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 – 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**