

International Insights

Engage in debates about real time complex issues – income streams and funding models, governance, the student and alumni experience, reputation/branding, faculty development, internationalisation, globalisation, technology, markets, reputation & positioning.



Visits to world renowned global business schools which will feature presentations and learning experiences from faculty, marketers and other aspects of the institution. You will also gain insight and different perspectives into how schools manage and implement their marketing plans and processes, as well as fantastic opportunities to build networks and benchmark with your peers from around the globe.

The benefits include:

- Global networking with the potential for long-term collaboration.
- Candid round table discussions on real time issues, e.g. the role of marketers, governance, funding models and fund raising, team building, faculty development, strategy, sustainability, structures, creating a research culture, quality, innovation, negotiating with the central university, globalisation, technology, positioning your school, the student experience, branding, rankings and accreditation, alumni, executive education, curriculum design, portfolio management, and more.
- Head room, time to think and engage in current debates on the future of management and business education and different models.

Who should attend:

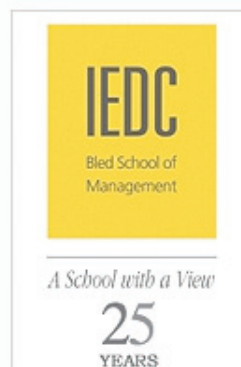
- Deans of Faculty
- Heads of School
- Senior Management Team; and
- Directors of: Business development, external relations, student retention, marketing, international offices and alumni.



Visit 2:
28-30 June IEDC Bled School of Management, Slovenia

The program is structured around the title Marketing of IEDC via a Unique Selling Proposition - by Dr Ian Sutherland and Dr. Nadya Zhexembayeva, who will tackle in detail IEDC's unique selling proposition that is leadership and sustainable development.

To include a roundtable discussion talking around IEDC Alumni.



[*Programme available here*](#)



Visit 3:

19-21 September 2012
Various business schools in Toronto, Canada
(or Singapore depending on demand)

Details are currently being confirmed.

A testimonial from a delegate on the domestic programme can be found below:



Details of the UK programme can be found [*here*](#)

Current delegates include:

- Dean of a Lithuanian Business School
- International Manager Emerging Markets
- International Manager SE Asia
- Marketing Academic
- Marketing Manager, Directorate of External & Community Relations
- Undergraduate Recruitment Coordinator; and more.....

Visit 1:



Faculty of Management Studies
University of Delhi

Lancaster School of Management in Delhi & and The Faculty of Management Studies, University of Delhi

6-9 February 2012

Itinerary to include:

A welcome from the Vice Chancellor or Pro Vice Chancellor, the local campus director, and a session from a Lancaster Link Manager on Managing international partnerships. The Local programme director will present on academic matters in International collaboration (UG and PG). Administration of a UK programme within an Indian context and culture, and a student or graduate. There will also be time for a round-table discussion and tours of each campus.

Day 2

Faculty of Management Studies, University of Delhi, compare and contrast styles, recruitment, alumni, marketing strategy - agenda tbc.

Social programme to include a trip to the Taj Mahal.

Further information:

The whole course can be booked for £1,250 (if booked before December 2011 if not the price will rise to £1,450) - sessions can be booked individually for £450.

Day two of each session will also include session by Prof. John Saunders (former Dean of Aston Business School).

Prices DO NOT include flights or transfers, accommodation or visas, we will provide details of recommended hotels.

To discuss this further please contact: [Vicky Robinson](mailto:Vicky.Robinson@lancaster.ac.uk) +447884 002 785.

Further information and a booking form are available [*here*](#)

Places are booking fast and will be limited!

International Insights

Registration Form

Delegates will be expected to book their own accommodation and flights and transfers.



EARLY BIRD PRICE – £1,250

To book the whole course before December 2011 please tick here



To book the whole course please tick here
£1,450



6-9 February 2012
Lancaster School of Management at the Faculty of Management, Delhi University **£450**



28-30 June 2012
IEDC Bled School of Management
£450



19-21 September 2012
Various business schools in Toronto Canada
£450

To reserve a place please contact Victoria Robinson, please note places are limited.

Post: Victoria Robinson, Head of Marketing and Communications, Association of Business Schools, 137 Euston Road, London NW1 2AA, UK

Fax: +44 (0)20 7388 0009

Email: vrobinson@the-abs.org.uk

Mobile/Blackberry: +44 (0)7884 002785

Tel: +44 (0)20 7388 0007

If your institution is paying then your registration MUST include a valid purchase order number

If we receive a form without a valid purchase order number, it will be necessary to return the form and request its proper completion. This is due to changes in University finance office procedures.

Purchase Order No

Name

Position

School/Department

Institution

Address

Email

Phone

Mobile

Fax

Skype (optional)

Signature

Please keep me informed of any relevant news from the ABS
Note: your information will not be passed on to any third parties

NB: ABS offices are not DDA compliant. ABS reserves the right to change elements of the programme if necessary.

If you wish to cancel your booking for a development programme, the following charges will apply:

- If a cancellation is made up to 2 months prior to the commencement of the course you will be required to seek a replacement delegate from your institution and full fees are liable or a deferral till the following year can apply
- If you cancel your booking less than eight working days before the event, delegate fees are liable in full.
- If you cancel your booking up to 10 working days before the start of the programme you will be liable for 75% of the fee
- You may send an alternative delegate if you are unable to attend without incurring additional fees. Where possible, the ABS asks you to inform it of the alternative delegate's name at least three working days before the date of the event.