



Leadership Seminar  
European Media Executive Leadership Programme @ etma

**EMELP 2009**

Arrival Day September 2 Wednesday	Day 1 September 3 Thursday	Day 2 September 4 Friday	Day 3 September 5 Saturday	Day 4 September 6 Sunday	Day 5 September 7 Monday
<p><b>9:00 am - 12:00 am</b></p> <p><b>Arrival at Sofitel Hotel</b> Strasbourg, France</p>	<p><b>Personal Leadership Style</b></p> <ul style="list-style-type: none"> <li>Leadership / Management / Entrepreneurialism [PF]</li> <li>Ethics [DM]</li> <li>Thinking Styles [DM]</li> </ul>	<p><b>Strategic Leadership</b></p> <ul style="list-style-type: none"> <li>Strategic Thinking</li> <li>Scenario Planning for the TV industry</li> <li>Strategic Planning</li> <li>Strategic Leadership Systems Model [DM &amp; PF]</li> </ul>	<p><b>Application Practice</b></p> <ul style="list-style-type: none"> <li>Strategic Leadership Simulation Exercise EcoSim [DM &amp; PF]</li> </ul>	<p><b>Human Resources &amp; Innovation</b></p> <ul style="list-style-type: none"> <li>Org. Change &amp; Innovation [DM]</li> <li>Fostering Innovation &amp; KM in the TV workplace / industry [DM &amp; FB]</li> </ul>	<p><b>Live Case Presentations</b></p> <ul style="list-style-type: none"> <li>Team Case Presentations to Guest EIR Panel [PP, PH, FB, PF &amp; DM]</li> </ul>
<b>12:00 - 1:30 PM : Lunch</b>					
<p><b>Arrival at Sofitel Hotel</b> Strasbourg, France</p> <p><b>3:00 pm - Welcome &amp; Introductions</b> [PF &amp; PP]</p> <ul style="list-style-type: none"> <li>Leadership Capabilities - 4 Frames for Exec Lead. [DM]</li> <li>Mixer / Learning Partner Selection [PF]</li> <li>Leadership @ internet. Speed [DM]</li> </ul>	<p><b>Personal Leadership Style</b></p> <ul style="list-style-type: none"> <li>Communication Styles &amp; Leadership Styles [DM]</li> <li>Developing Your Personal Leadership Brand [PF]</li> <li>Leading Change at the Personal Level [DM &amp; PL]</li> </ul>	<p><b>Strategic Leadership</b></p> <ul style="list-style-type: none"> <li>Discussion on applying Strategic Leadership concepts in the TV world [PF &amp; PL]</li> <li>Market Positioning &amp; Branding               <ul style="list-style-type: none"> <li>What is 'Value</li> <li>Leveraging Unique Knowledge Recipes</li> <li>Avoid getting 'lost' in the multi-channel universe [DM]</li> </ul> </li> <li>Balanced Scorecard - Building Accountability into your [DM]</li> </ul>	<p><b>Application Practice</b></p> <ul style="list-style-type: none"> <li>EcoSim Cont'd</li> <li>Simulation Debrief</li> </ul> <p><b>3:30 pm - Group Activity</b> (Local sightseeing)</p>	<p><b>Human Resources &amp; Innovation</b></p> <ul style="list-style-type: none"> <li>Assessing Innovation Processes [DM]</li> <li>TV Industry &amp; Integrated Media Trends/Issues [FB]</li> <li>Network Leadership II - Creating Alliances vs. Mergers &amp; [DM &amp; PH]</li> </ul>	<p><b>Live Case Presentations</b></p> <ul style="list-style-type: none"> <li>Debrief of Case Study Exercise [DM]</li> <li>Program Review [DM &amp; PF]</li> <li><b>Planning for Implementation of new learning back home</b></li> </ul>
<b>6:00 pm - Reception</b>	<b>6:00 pm - Dinner</b>	<b>6:00 pm - Dinner</b>	<b>5:30 pm - Dinner Out</b>	<b>5:30 pm - Reception</b> <b>6:00 pm - Dinner</b>	<b>5:00 pm - Reception</b> <b>6:00 pm - Dinner</b> <b>&amp; Certificate Presentations</b>
<p>• The Changing World of TV &amp; Related Media [LM]</p> <p><b>8:00 pm - Dinner</b></p>	<p>• Building Sustainable Business Public vs. Private [PF, PL &amp; PP]</p> <p>• Start Live Case Study [PF &amp; DM]</p>	<p>• Evening Live Case Study [PF &amp; DM]</p>	<p>• Evening Live Case Study [PF &amp; DM]</p>	<p>• Evening Live Case Study [PF &amp; DM]</p>	

**Faculty Legend:**

DM = Doug Macnamara  
PF = Pat Ferns  
PP = Paul Pauwels

**Executives In Residence:**

PL = Pat Loughrey  
FB = Frank Boyd  
PH = Patrick Hoerl  
LM = Laurence Meyer