



# Leadership Seminar European Media Executive Leadership Programme @ etma

## EMELP 2010

Arrival Day June 16 Wednesday	Day 1 June 17 Thursday	Day 2 June 18 Friday	Day 3 June 19 Saturday	Day 4 June 20 Sunday	Day 5 June 21 Monday
<b>8:30 am</b>					
<b>9:00 am - 1:45 pm</b>  <b>Arrival at Kvriad Prestige Hotel</b> Schiltigheim (Strasbourg), France	<b>Personal Leadership Style</b> <ul style="list-style-type: none"> <li>Leadership / Management / Entrepreneurialism [PF]</li> <li>Values &amp; Ethics [DM]</li> <li>Thinking Styles [DM]</li> </ul>	<b>Strategic Leadership</b> <ul style="list-style-type: none"> <li>Strategic and Network Thinking</li> <li>Strategic Planning</li> <li>Scenario Planning for the TV industry</li> <li>Strategic Leadership Systems Model [DM, PF, YD, LP &amp; MM]</li> </ul>	<b>Application Practice</b> <ul style="list-style-type: none"> <li>Strategic Leadership Simulation Exercise EcoSim [DM, PF &amp; PP]</li> </ul>	<b>Human Resources &amp; Innovation</b> <ul style="list-style-type: none"> <li>Org. Change &amp; Innovation [DM]</li> <li>Fostering Innovation &amp; KM in the Media biz / industry [DM &amp; JK]</li> </ul>	<b>Live Case Presentations</b> <ul style="list-style-type: none"> <li>Team Case Presentations Discussion [PF, DM &amp; PP]</li> <li>Debrief of Case Study Exercise [DM]</li> </ul>
	<b>12:30 - 1:45 pm : Lunch</b>				
<b>3:00 pm - Programme Start</b> Welcome & Introductions [PF & PP]	<b>Personal Leadership Style</b> <ul style="list-style-type: none"> <li>Personal Leadership Styles [DM]</li> <li>Developing Your Personal Leadership Brand [PF]</li> <li>Leading Change at the Personal Level [DM]</li> </ul>	<b>Strategic Leadership</b> <ul style="list-style-type: none"> <li>Discussion on applying Strategic Leadership concepts in the TV world [PF, YD &amp; LP]</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 organization [DM]</li> </ul>	<b>Application Practice</b> <ul style="list-style-type: none"> <li>EcoSim Cont'd</li> <li>Simulation Debrief</li> </ul>	<b>Human Resources &amp; Innovation</b> <ul style="list-style-type: none"> <li>Assessing Innovation Processes [DM]</li> <li>TV &amp; Media Technology Trends/Issues [JK]</li> <li>Live Case Study Work [PF &amp; DM]</li> </ul>	<b>Live Case Presentations</b> <ul style="list-style-type: none"> <li>Program Review [DM &amp; PF]</li> <li>Planning for Implementation of new learning back home</li> </ul>
	<b>3:30 pm - Group Activity in Strasbourg</b> (Local sightseeing and individual integration of program concepts)				
<b>CLOSURE &amp; ADJOURNMENT</b>					
<b>6:00 pm - Reception</b>	<b>6:00 pm - Dinner</b>	<b>6:00 pm - Dinner</b>	<b>6:30 pm - Dinner Out</b>	<b>6:30 pm - Dinner</b>	
<ul style="list-style-type: none"> <li>The Changing World of TV &amp; Related Media [DM, MM &amp; PF]</li> </ul>	<ul style="list-style-type: none"> <li>Building Sustainable Business Public vs. Private [DM, YD, LP &amp; MM]</li> <li>Start Live Case Study [PF &amp; DM]</li> </ul>	<ul style="list-style-type: none"> <li>Evening Live Case Study [PF &amp; DM]</li> </ul>	<ul style="list-style-type: none"> <li>Evening Live Case Study [PF, DM &amp; JK]</li> </ul>	<ul style="list-style-type: none"> <li>Evening Live Case Study [PF &amp; DM]</li> </ul>	
<b>8:00 pm - Dinner</b>					

### Faculty Legend:

DM = Doug Macnamara  
 PF = Pat Ferns  
 PP = Paul Pauwels  
 JK = Jon Kingsbury

### Executives In Residence:

YD = Yves de Decker  
 LP = Leena Pasanen  
 MM = Mostapha Melouk