

Media Executive Leadership Program

Media Management Center

July 20-31, 2009

Week One

Time	Monday 7/20	Tuesday 7/21	Wednesday 7/22	Thursday 7/23	Friday 7/24	Saturday 7/25
8:30-10		Media landscape: Understanding the shifting sands Hazel Reinhardt	Leadership: Developing your executive team Larry Olmstead	Consumer research update: Experiences Mike Smith	Negotiating and decision making at the executive level Ann E. Tenbrunsel	The TV world: issues, growth, leadership Hank Price
10-10:15		BREAK				
10:15-11:45		Media landscape: Understanding the shifting sands Hazel Reinhardt	Leadership: Developing your executive team Larry Olmstead	Consumer research update: Best practices Mike Smith	Negotiating and decision making at the executive level Ann E. Tenbrunsel	The TV world: issues, growth, leadership Hank Price
11:45-1		LUNCH				
1-2:30	Program introduction: MMC background Mike Smith	Media brands: How to build customer loyalty Tom Collinger	Leadership: Developing your executive team Larry Olmstead	When media leaders fail – study group Mike Smith	Negotiating and decision making at the executive level Ann E. Tenbrunsel	The TV world: issues, growth, leadership Hank Price
To 2:45	BREAK					
2:45-4:15	Strategy: Why Porter may not be relevant today Mike Smith	Media brands: How to build customer loyalty Tom Collinger	Leadership: Developing your executive team Larry Olmstead	When media leaders fail Mike Smith	Negotiating and decision making at the executive level Ann E. Tenbrunsel	The TV world: issues, growth, leadership Hank Price
To 4:30	BREAK					
4:30-6	New competencies for media leaders Mike Smith	Media brands: How to build customer loyalty Tom Collinger	Leadership: Developing your executive team Larry Olmstead	Frameworks for media innovation Mike Smith	Negotiating and decision making at the executive level Ann E. Tenbrunsel	Evening free
To 6:30	RECEPTION					
To 7:30	DINNER					
7:30-9	Project Red Stripe: Why new products fail	Media and the marketing mindset Dipak Jain	Evening roundtable Joe Grimm Mary Lou Song	Evening roundtable Sid Vaidyanathan Chinedu Madu	Evening free after dinner	

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Week Two

Time	Sunday 7/26	Monday 7/27	Tuesday 7/28	Wed 7/29	Thursday 7/30	Friday 7/31
8:30-10:00	Morning free	Media metrics: Introduction to financial statements Marian Powers	Digital communities in media Rich Gordon	Strategy in multi- business companies Al Isenman	How innovators think and how they achieve Larry Olmstead	Closing session Paul Wang
10-10:15		BREAK				
10:15-11:45		Media metrics: Introduction to financial statements Marian Powers	Digital communities in media Rich Gordon	Strategy in multi- business companies Al Isenman	How innovators think and how they achieve Larry Olmstead	Closing session Paul Wang Graduation and adjournment
11:45-1		LUNCH				
1:00-2:30	Managing the integration Fred Crandall	Media metrics: Introduction to financial statements Marian Powers	Media Intrapreneurship: Old media new Steve Rogers	Mergers, acquisitions and partnerships Ed Zajac	Changing the organization and its culture Larry Olmstead	End of program
To 2:45	BREAK					
2:45-4:15	Managing the integration Fred Crandall	Media metrics: Introduction to financial statements Marian Powers	Media Intrapreneurship: Old media new Steve Rogers	Mergers, acquisitions and partnerships Ed Zajac	Changing the organization and its culture Larry Olmstead	
To 4:30	BREAK					
4:30-6:00	Managing the integration Fred Crandall	Media metrics: Introduction to financial statements Marian Powers	Strategy in multi- business companies Al Isenman	Mergers, acquisitions and partnerships Ed Zajac	Discussion on personal plans and ideas to take home	
To 6:30	RECEPTION					
To 7:30	DINNER					
7:30-9	Café Bistro accounting case study Study Groups	Evening roundtable Gaurav Bhandari Russ Heilbrun	Understanding and building ad networks Rich Gordon	Evening roundtable Vivian Vahlberg	Evening free	