

25 - 27 June 2014 | Brussels | Belgium

4th Corporate Universities and Corporate Le@rning Summit BRUSSELS 2014

SPEAKER BOARD

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Head of Air Liquide University

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Senior Learning & Development Manager at Turkcell Academy

PAUL HENRY FALLOURD | **SCHNEIDER ELECTRIC, France**
Vice-President, Energy & Solutions University at Schneider Electric

EVENT FOCUS

4 CORNERSTONE THEMES
in 4 SECTIONS

Corporate
Education
ECOSYSTEMS

Drivers of newest
LEARNING PROCESS

On-the-job
PERFORMANCE
SUPPORT

New Perceptions on
LEARNING CONTENT

REASONS TO ATTEND

92% overall satisfaction rate from our previous Annual Summit

30+ Industry Practitioner Speakers
and a stable number of **100+ Attendees**

Catching up with innovative
technology-based learning solution providers

Pre-Summit Workshop
- Full day with 4 in-depth workshop sessions

Built-in gamified event features enabled by our event application

The **leading cross-industry** event in Europe
dedicated to corporate university and corporate learning
stakeholders!

"Once a luxury for the Fortune 500 brands, the corporate academy is now
standard practice, with every self-respecting business boasting a campus
or sharing one with other companies."
(Newsweek International)

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EVENT FORMAT

This executive development program will be held over 3 Days, starting with a full-day workshop of 4 in-depth sessions. The main summit agenda is categorized by 4 themes and its presentation slots are 40 minutes long, including time for the presentation and for Q&A.

Presentations will be followed by different kind of discussions (of 'fishbowl', panel and roundtable formats). Presentation blocks will be completed by interactive group work and quality networking opportunities taking participants through a unique experience in one of the finest hotels in Brussels!

INTERACTIVE EVENT EXPERIENCE

Speakers and Participants will have the opportunity to use our sli.do application, allowing them to:

- Socialize with everyone once registered
- Locate the conference buzz on Twitter
- Improve interaction with all attendees
- Directly ask real-time questions online
- Officially vote for the best question

EVENT INTRO

The tradition of the cross-industry CU Summit series with the highest attendance in Europe continues: Fleming Group is proud to present its **4th Corporate Universities and Le@rning Summit**, which will again be driven by the industry and for the industry, based on the broad expertise of our Steering Committee.

Our surveying and market research identified **4 cornerstone concepts** which will be the key drivers for corporate educators

when refocusing their learning approach. Through hands-on workshop sessions, keynote presentations, 'fishbowl conversation', case studies, roundtables and panels, the Speakers at this event will share their insights about **both the tactical and strategic priorities of CU models, recontextualized learning and content creation as well as the most innovative learning platforms in action!**

WHO WILL YOU MEET?

A multi-disciplinary audience of senior-level corporate learning professionals responsible for many domains within the corporate education ecosystem.

If your organization is in the process of developing and deploying a corporate university or strategic learning and development programs, you can't afford to miss this Summit!

PREVIOUS CORPORATE UNIVERSITY AND ACADEMY LEADER SPEAKERS FROM



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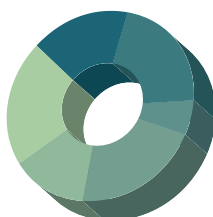
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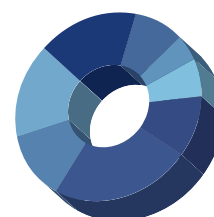
Geographical breakdown

BENELUX	15 %
France	19 %
Portugal, Spain, Italy	12 %
Austria, Switzerland, Germany	19 %
Turkey	5 %
RoW	19 %



Job title breakdown

VPs, Heads	15 %
Directors	14 %
Senior Representatives	11 %
Managers	21 %
CEOs	9 %
Professors, Deans	6 %
CLOs	4 %
Specialists	8 %



DON'T JUST TAKE OUR WORD FOR IT... HERE IS WHAT THE 2013 ATTENDEES HAD TO SAY:

"I really appreciated the real-life insights with concrete presentations and the focus on the objective of the convention."
Specialist of Trainings and Learning Processes
Ferreo Group, Italy

"Eye-opener. Inspiring. Provided great insights & understanding of possible / future challenges."
Corporate Academy Coordinator
Thermaflex, Austria

"A well-organized event with a very friendly and helpful staff. Thank you!"
Director of Education | **Bosasa Operations – Watson Corporate University, South Africa**

"A well-organized and insightful event packed with professional Speakers and Facilitators. A must for Corporate University Professionals!" Technical Competency Development Manager
Rohde & Schwarz, Singapore

"Useful insights, excellent speakers, good experience sharing. Great Workshops!"
E-Learning Manager | **Zoetis, France**

"This CUs&Academies Summit is a must-attend event for learning executives & experts. In 2-3 days you discover new trends, meet peers from all over the world and get injection of inspiration & great learning opportunities!"
Creative Leadership Facilitator
Good Morning Creativity, France

Wednesday - 25 June 2014

WORKSHOP DAY

8:30 Registration and coffee

9:00 Welcoming note from Fleming Europe

9:05 Opening remarks from the Workshop Moderator

9:10 WORKSHOP SESSION 1

- Next Generational Tech-Based Training as a Competitive Advantage in New Generation CUs
Workshop Leader announcement coming soon!

10:40 Speed-networking, coffee and refreshments

11:10 WORKSHOP SESSION 2

- Overcoming the Gap Between Access and Usage of Digital Technology:
Digital technology in the workplace and on personal devices and the access that learners have to the same technologies in corporate learning environments / corporate universities
Workshop Leader announcement coming soon!

12:40 Lunch

14:00 WORKSHOP SESSION 3

- Roadmap for L&D Leaders to Driving Everyday Innovation
- Workshop Leader:
Stefaan van Hooydonk
PHILIPS LIGHTING and PHILIPS GROUP, Netherlands
Corporate University Head, CLO, Learning Strategist

15:30 Afternoon coffee and networking

16:00 WORKSHOP SESSION 4

SPECIAL FEATURE: 2 STREAMS!

- Required Frameworks for a Successful CU Implementation

STREAM 1
For Profit Sectors

STREAM 2
For Non-Profit Sectors

Workshop Leader announcement coming soon!

17:30 WORKSHOP DAY WRAP-UP:

'15 TAKEAWAYS IN 15 MINUTES' SESSION

- Participants will share their lessons learned from the WS Day and can rank the list of take-home ideas via the Event App

17:45 SUMMARY FROM THE WORKSHOP MODERATOR

18:00 Speakers and Delegates
are cordially invited to attend our
Networking Cocktail Reception



Thursday - 26 June 2014

MAIN SUMMIT DAY 1

8:30 Registration and coffee

9:00 Opening remarks from the Event Chair

'CORPORATE EDUCATION ECOSYSTEMS' SECTION

9:10 SUMMIT KICKOFF KEYNOTE

Corporate University and Academy Models, Redefined Roles of Learning Leaders

- Pillars of transformational learning in technology-driven corporate learning environments
- Achieving a new level of mutually integrated on-the-job learning and performance support through

Annick-Renaud Coulon | GLOBALCCU (Global Council of Corporate Universities), France | Chairman

Learning Imperatives with an integrated PANEL DISCUSSION
What drives multiple award-winning Corporate Universities and Academies forward in 2014?

9:50 THE NEWEST TOOLS AND PLATFORMS OF THE CORPORATE EDUCATION ROADMAP

- Creating a personalized, technology-driven approach to drive innovation for talent development
- Bringing learning to the people while offering a single point of access to many applications, including intranets, corporate wikis and virtual learning support tools
- Education and entertainment reloaded on game-based platforms

10:30 Morning coffee and networking

11:00 SPECIAL FEATURE - THOUGHT-PROVOKING 'FISHBOWL' CONVERSATION

- We will have 5 chairs arranged in an inner circle (the fishbowl) and the remaining chairs in concentric circles outside the fishbowl.
- We will start with a 'closed fishbowl' with the 5 chairs filled by our Moderator and Speakers. The audience outside the fishbowl will first listen in on the discussion and then we will switch to an 'open fishbowl' where one chair will be left empty. Any member of the audience can, at any time, occupy the empty chair and join the fishbowl. When this happens, an existing member of the fishbowl will voluntarily leave the fishbowl. The discussion continues allowing several people to participate in a focused conversation!

Stefaan van Hooydonk

PHILIPS LIGHTING and PHILIPS GROUP, Netherlands
Corporate University Head, CLO, Learning Strategist

TOPICS CONSIDERED FOR INCLUSION:
Globally Agile Corporate Education Ecosystems and the '(Be)Coming' of the CLO
Creating a Truly Global Learning Culture

- Fostering employee and learning leader commitment to effectively work together, promote and share
- Getting your CEO behind your program
- Measuring the value of knowledge increase
- Ensuring transparency and avoiding redundancy

Branding and Promoting a Learning Environment's Cultural Identity

- How to implement entertaining internal campaigns that encourage participation and feedback
- Immediate engagement of current and future learner employees and re-engaging your CU Team
- Efficient employer branding with fun learning design elements and the top players of learning leaderboards

12:30 CLOSING OF THE 'FISHBOWL' CONVERSATION AND SUMMARY FROM THE MODERATOR

12:50 Lunch

'PERFORMANCE SUPPORT' SECTION

14:00 ON-THE-JOB PERFORMANCE SUPPORT AS THE 'HOLY GRAIL' OF CORPORATE LEARNING!

Ruud Kronenburg, CATERPILLAR, Switzerland
Dean of Caterpillar University

14:40 30 MIN. - CASE STUDY SESSIONS TOPICS CONSIDERED FOR INCLUSION:

Flipped Learning Model

- Flipped classrooms as initial elements of the corporate learning experience with social tools
 - Advanced alignment with business routine
 - Improved learning outcomes and reduced operational costs
- Gamification-Enabled Performance Support**
- Unleashing enthusiasm to create a new perception on giving and taking performance support
 - Integration of the PBL (points, badges, leaderboards) concept and beyond
 - Tools to assess when we are doing it well and what differences it can make

Virtual Classrooms of the Future

- The avatar's learning experience
- Tips and tricks to keep virtual learners engaged
- Action steps to leverage virtual classrooms and blended knowledge delivery to support performance

16:10 Afternoon Coffee and Networking

16:30 SPECIAL FEATURE – P2P ROUNDTABLE SESSIONS on Perceptions of 'Learning 3.0'

- Following the first part of the day, participants will split into five to seven groups to further discuss workshop session topics of their choice, selected and ranked 'live' via our interactive Event App
- Each roundtable will select a group leader who will guide the discussion and present its main points to all attendees.

17:00 SPECIAL FEATURE – FOCUSED PANEL DISCUSSION on 'Learning 3.0' and Competency-Based On-The-Job Support Models

17:40 MAIN SUMMIT DAY 1 WRAP-UP: '15 TAKEAWAYS IN 15 MINUTES' SESSION

- Participants will share their lessons learned from Day 1 and can rank the list of take-home ideas via the Event App

17:55 Summary and Closing from the Event Chair

18:00 Speakers and Delegates are cordially invited to attend the
Main Summit Networking Program and Dinner

Friday - 27 June 2014

MAIN SUMMIT DAY 2

8:30 REGISTRATION AND COFFEE

9:00 OPENING REMARKS FROM THE EVENT CHAIR

'LEARNING PROCESS' SECTION

9:10 OPENING KEYNOTE 1

The '10/20/70' Reimagined

Guest Keynote Speaker announcement coming soon!

9:50 OPENING KEYNOTE 2

The '10/20/70' Reimagined – A Holistic View.

- Shifts in the traditional learning method proportions from contextual and operational perspectives

Formalize Informal Learning

- Approaches of informal learning and how they complement formal knowledge transmission models
- The new balance between formal and informal learning types

Jean Pfeifer, GLOBALCCU (Global Council of Corporate Universities), Switzerland

President of the Executive Committee, Learning Professional

10:30 MORNING COFFEE AND NETWORKING

11:00 CASE STUDY

Technology-Based Independent Learning

- What employees want: learning types and preferences
- Ensuring high efficiency, engagement and retention rates of learning platforms

11:40 CASE STUDY - 'Contextual' Learning On The Rise

How Volvo Car Academy is interacting with the business units to design customised management development programs

- Analysis of unit's management development needs based on long-term business plan
- Design the learning process utilising pedagogical learning techniques like shadowing, coaching and mentoring
- Facilitation and follow-up during the learning journey
- Decide on learning curriculum contents based on expected outcome on identified target group

Rudi Van Sande, VOLVO, Belgium

Head of Volvo Car Academy

12:20 SPECIAL FEATURE – FOCUSED PANEL DISCUSSION on Collaborations Nurturing Knowledge Increase (P2P, Mentoring, CoP)

- Inviting co-workers to learn from each other by capturing and sharing knowledge through educational videos, problem solving and lead practices
- The educationally entertaining and socially rewarding ways of learning

12:50 LUNCH

'LEARNING CONTENT' SECTION

14:00 AFTERNOON KICKOFF PANEL DISCUSSION

Curriculum Created and Driven by Organizations vs. Learner-Generated Content

- With an ever-more interconnected social lifestyle, dry, dull and stale encyclopedia-like learning content (created and structured by the organization) is becoming increasingly outdated
- Employees are generating more and more learning content themselves, using Web publishing and interaction tools
- To make the learning process more interesting and engaging, organizations have to recognize the potential of user-generated learning content and create platforms to enable learning interaction

Panelists:

Peter Dern, SOFTWARE AG, Germany

SVP Corporate University

14:50 CASE STUDY

The Power of 'Contextual' Content

- Real-life relevancy makes the difference
- Small chunks of learning content designed for immediate 'digestion' and on-the-job application
- Immediate feedback loops giving new momentum to learners on their development path

Paul Henry Fallourd, SCHNEIDER ELECTRIC, France

Vice-President, Energy & Solutions University at Schneider Electric

15:30 AFTERNOON COFFEE AND NETWORKING

15:50 CASE STUDY

MOOCs – the iTunes of Higher-Education and Corporate Education

- MOOCs phenomenon revolutionizing how people process learning content
- MOOCs make possible real-time, big data experiments in new pedagogy like adaptive and personalized learning, peer assessment and creation of educational content 'playlists'

16:30 SPECIAL FEATURE – FOCUSED PANEL DISCUSSION on Globalizing the Corporate University Curriculum (?)

- Fostering a company culture that nurtures cross-cultural, cross-country understanding and learning
- Managing global and local outsourcing and activities in different locations
- Exploiting Big Data opportunities in curriculum and learning design

17:10 MAIN SUMMIT DAY 2 WRAP-UP: '15 TAKEAWAYS IN 15 MINUTES' SESSION

- Participants will share their lessons learned from Day 2 and can rank the list of take-home ideas via the Event App

17:30 SUMMARY AND CLOSING FROM THE EVENT CHAIR

MEET OUR PARTNERS

GOLD SPONSOR



At **IE Business School**, we view Executive Education as a way for managers, directors and company leaders to update skills, learn the latest trends and practices and to network with experts and other managers. Executive Education addresses key issues being faced by executives, such as increased competition, global and increasingly interdependent economies, more dynamic markets, fast-paced technological evolution, shrinking product lifecycle, constantly changing consumer habits, and corporate responsibility.

Ultimately, Executive Education will address these issues and guide executives in confronting them. Our aim, therefore, is to renew Executives' global vision, competitive edge, efficiency, commitment, entrepreneurial spirit, and even their motivation, within a globally recognized institution, reinforcing their international perspectives. The programs we develop, both open and in-company, are designed to transfer knowledge directly from the classroom to the workplace, resulting in a measurable impact on the company. All of them seek to provide a superior learning experience that will have a direct impact on participants' overall business management performance.

IE Business School has been recognized by the world's most important institutions. Achievements include a triple crown comprising accreditation by EQUIS (European Quality Improvement Systems), AMBA (Association of MBAs) and AACSB International (The Association to Advance Collegiate Schools of Business), this last accreditation being the most recent, having been awarded in April 2002. IE Business School is considered one of Europe's leading business schools by international journals like Financial Times, The Economist, Wall Street Journal or América Economía. These publications recognize IE Business School as a leader in academic areas like entrepreneurship, or in the field of learning technologies. Executive Education at IE is characterized by three facets: its proven role in Executive Development, its Global Character, and Innovation and Creativity.

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CROSS-INDUSTRY / HR EVENTS 2014

14-15-16 May 2014	GAMIFICATION IN HR SUMMIT 2014	Paris
5-6 June 2014	9 TH ANNUAL PHARMA HR FORUM ON „CHANGE-AGILITY“	Barcelona
September 2014	„SMAC IN HR“ MASTERCLASS TRAINING	TBA
October 2014	4 TH ANNUAL GLOBAL HR FORUM	TBA

If you wish to share your executive HR expertise or strategic case study at one of our upcoming Events, please contact:

Victoria Szoboszlai
Production Specialist
Cross Industry / HR Events

Fleming Group - Fleming Europe
T: +36 1 411 1842 F: +36 1 411 1841
E: victoria.szoboszlai@flemingeurope.com
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- Your publication will be distributed to all participants in their conference bag
- Your company will be given one complimentary registration
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If you wish to become a media partner for one of our upcoming Events, or have general questions regarding Partnership / Press Relations, please contact:

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Marketing Director

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4TH CORPORATE UNIVERSITIES AND CORPORATE LE@RNING SUMMIT BRUSSELS 2014

25 - 27 June 2014 | Brussels | Belgium

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Industry Professional ☐ ~~€1696~~

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- CANCELLATION OF THE EVENT.** In case EP cancels the event, EP may offer the client a full credit up to the amount actually paid by the client to EP. This credit shall be valid for up to one year from the issue date of the invoice to attend any of EP's events. The client shall not be entitled to this credit as a contractual right.
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 - OTHER CURRENCIES.** In case that client requests payment in other than EP's official currency (EUR), EP reserves the right to apply 8% currency risk surcharge to the actual exchange rate.