

Amsterdam Business School

Dates

Friday 6, 13, 20, 27 September and
4 October 2013

Time

9:30 – 16:00

Language

English

Fee per masterclass

100 euro
UvA-Alumni 50 euro

Location

Morning at the Amsterdam Business School
Afternoon in Royal Theatre Carré



UvA in Carré

Latest business insights you can't afford to miss

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A series of five one-day Masterclasses. Key characteristics are:

- Reviewing the latest business knowledge
- Presented by top researchers (morning programme) and leading practitioners (afternoon programme)
- Focus on the practical application in your own business environment

Programme

September 6 Topic: Staying competitive in a time of transition

	Speaker	Affiliation	Topic
Morning	Sweder van Wijnbergen	UvA Professor Macro-economics	On how governments could significantly decrease the length of a recession.
Afternoon	Barbara Baarsma Bertholt Leeftink	Director SEO UvA Professor of Market Forces and Competition Issues Director-General Enterprise and Innovation Ministry of Economic Affairs	The competitiveness of the Netherlands and Europe by 2020.

September 13 Topic: Challenges and opportunities of E-Marketing

	Speaker	Affiliation	Topic
Morning	Willemijn van Dolen	UvA Professor of Marketing Director Corporate Relations	What are the latest developments in social media and social media marketing, and how can your business put them to good use?
Afternoon	Frank de Moor Martin Heijnsbroek Ed Peelen Jeroen Caré	CEO Macintosh MICompany ICSB IBM	Disruptive retail strategy in response to E-marketing and the recession. Using Big Data in Marketing.



September 20 Topic: Good Business

	Speaker	Affiliation	Topic
Morning	Mark van der Veen	UvA Associate Professor Programme Director Master in Business Studies	How your business can move beyond recycling paper and sponsoring activities, and truly compete by integrating social and ethical considerations in your strategy.
Afternoon	Jan Zijderveld	President Unilever Europe	The business success of Unilever's Sustainable Living Plan.
	Theye Veen	CFO SkyNRG Biofuels	The challenges for green entrepreneurs.

September 27 Topic: Beating the recession by redesigning business strategies

	Speaker	Affiliation	Topic
Morning	Hans Strikwerda	UvA Professor of Organisation (Internal Governance) and Change	US strategies produce a higher growth than the strategies of European companies, especially in times like these. Which lessons can European firms learn from US business strategies in order to beat the European recession?
Afternoon	Sven Smit	Director McKinsey & Company Global Knowledge Leader of the firm's Strategy Practice	Emerging market HQ'ed companies versus western HQ'ed companies
	Rob Shuter	CEO Vodafone NL	Strategy for turbulent times

October 4 Topic: Talent Management for the future

	Speaker	Affiliation	Topic
Morning	Anne Keegan	UvA Associate professor of Human Resource Management	Using the recession as a talent retention strategy may be more costly than you think. Even in uncertain and financially challenging times, it is important to develop, motivate and provide growth opportunities for your critical talent to secure performance now and in the future.
Afternoon	Benny Leijdsman	Leadership partner Innovation Philips	The successful practices in talent management and leadership development of McKinsey and Philips.
	Robert Carsouw	Partner McKinsey & Company	

Creating independent minds that have an impact on international business and society

Practical information

Both locations are easily accessible by public transport and within walking distance from each other.

Limited paid parking is available at the Artis Royal Zoo car park.

Questions and group participation

A discount is available for those attending all five sessions.

If you intend to participate as an organisation, with a group of employees, or if you want to invite clients and other network partners, please contact Ms Josette de Goede, Director Client Programmes, j.p.a.degoede@uva.nl or 020-525 5480.

Application

More information and to sign up online: WWW.EXECUTIVEACADEMY.NL/UVAINCARRE

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