


AMBA & BGA

# The Programme Excellence Conference

Mapping the ultimate learning  
journey

22-23 September  
**2025**

 Location:  
DoubleTree by Hilton  
Hotel, Kraków



# Programme

**Monday 22 September**

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**Registration**

**09.00 - 09.30**

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**Conference Welcome**

**09.30 - 09.45**

**Speaker: Andrew Main Wilson, CEO, AMBA & BGA**

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**Session 1: Rediscovering your core identity**

**09.45 - 10.30**

Revisit the fundamentals by re-evaluating your institution's values, defining your unique selling proposition (USP), and understanding the competitive landscape.

**Chair:**

**Victor Hedenberg, Membership Director, AMBA & BGA**

**Panel:**

**Anna Thomasson, Dean of Education and Associate Professor,  
Copenhagen Business School**

**More panel members coming soon.**

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**Session 2: Attracting the ideal student**

**10.30 - 11.15**

Discover how to attract students who resonate with your mission, and learn how to build a partnership with them from the outset.

**Speaker: Cristina Sambrook, Head of Recruitment and  
Student Mobility, Birmingham Business School**

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**Networking and refreshment  
break**

**11.15 - 11.45**

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# Programme

## Monday 22 September (contd.)

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**Session 3: From values to value: attracting career-focused adult learners** 11.45 - 12.30

This session will explore how institutions are adapting, deploying new business models, and utilising technology to deliver value across the student lifecycle.

**Speaker:** Emma Froud, Director of Strategic Growth, Full Fabric

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**Workshop: covering sessions 1, 2 & 3** 12.30 - 13.15

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**Networking lunch** 13.15 - 14.15

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**Session 4: Look outwards for inspiration: Tap into external trends and successful models from leading institutions.** 14.15 - 15.00

**Speakers:**

Milenko Andrić, Deputy CEO & Partner, Mokrogorska Business School

Orion Zurovac, Vivaldi Forums Manager, Mokrogorska Business School

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**Session 5: How can Career Services go beyond coaching to shape the learning experience itself?** 15.00 - 15.45

**Speaker:** Monika Ladosz, Career Development Manager, Rotterdam School of Management, Erasmus University

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# Programme

**Monday 22 September (contd.)**

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**Networking and refreshment break** **15.45 - 16.15**

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**Session 6: Shaping tomorrow's leaders: aligning business education with future skills** **16.15 - 17.00**

Discover how to identify and embed the skills that businesses will need in the future.

**Speakers: Coming soon**

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**Workshop: covering sessions 4, 5 & 6** **17.00 - 17.45**

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**Networking dinner: Tramwajowa Restaurant** **18.00 - 23.00**  
(including travel time)

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# Programme

**Tuesday 23 September**

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**Session 7: Future proofing your programme: 09.00 - 09.45  
looking inwards**

How to integrate cutting-edge, relevant topics in a way that captivates students and meets industry demands

**Speakers:**

**Nick Quinn, Director of the MBA and Associate Director of Learning and Teaching at the University of Glasgow's Adam Smith Business School**

**Alison Gibb, Deputy Director of Learning and Teaching at the Adam Smith Business School, University of Glasgow**

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**Session 8: Looking to technology for 09.45 - 10.30  
inspiration: the skills students need in a world  
of AI**

**Speaker: Ronan Gruenbaum, Dean of International Affairs & Program Development, Hult International Business School**

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**Session 9: Curriculum reimaged: building 10.30 - 11.15  
future-ready programmes**

**Speaker: Coming soon**

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**Networking and refreshment 11.15 - 11.45  
break**

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# Programme

**Tuesday 23 September (contd.)**

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**Workshop: covering sessions 7, 8 & 9** **11.45 - 12.30**

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**Session 10: Empower your faculty: Build a dynamic, motivated team of educators dedicated to delivering your strategic vision and driving academic excellence** **12.30 - 13.15**  
**Speakers: Coming soon**

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**Networking lunch** **13.15 - 14.15**

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**Session 11: Reengaging alumni to support student success** **14.15 - 15.00**  
Explore how to create meaningful, lasting relationships with students that extend far beyond graduation  
**Speaker: Oltjona (Olta) Mucaj, Senior Account Executive UK & EMEA, Ready Education**

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**Session 12: From Campus to Career: Purposeful Alumni Engagement at IE University** **15.00 - 15.45**  
Explore how alumni engagement can create continuity between the academic experience and lifelong professional development  
**Speaker: Sara Lindgren, Head, Global Alumni Relations, IE University**

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# Programme

Tuesday 23 September (contd.)

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Workshop: covering sessions 10, 11 & 12

15.45 - 16.30

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