

EXCLUSIVE EVENT FOR LANGUAGE ASSISTANTS

May 20th 2017 – Aula Magna Calle María de Molina 11

To be a leader in a rapidly changing world, you must be prepared. For the past 40 years, IE has trained professionals and entrepreneurs such as yourself with its unique Master Programs. Our entrepreneurial spirit, diversity, goodwill and responsibility have made us a renowned international center. The doors of IE are open to you. Prepare for the world.

As a Language and Culture assistant, we would like to invite you to two inspiring talks.

Agenda

May 20th 2017

10:00 – 10:30

Welcome Coffee: Networking and Registration

Life after Auxiliares: discover what an IE Masters Degree can do for you!
Robert Waters, Associate Director of Admissions

10:30 – 12:00

“The first workshop: Innovation, Leadership, Entrepreneurship and Motivation”

Master Class with Professor Balvinder Singh Powar

Balvinder is British of Indian origin, residing in Madrid, Spain. He is a Business & Finance graduate who also studied a Masters in Mediation from the University of London. He has extensive experience leading business, social, cultural, media and technology projects in Spain and internationally. Currently, he is a Founding Partner, Board Member and Director at BOOSTER Space Industries and AERDRON, innovative international Aerospace projects/consultancies with important global stakeholders.

12:00 – 13:30

“The second workshop: Global competition in the XXI century”

From the Marco Polo and the Silk Road to Trump and the OBOR initiative"by Professor Fernando Cortiñas

Fernando Cortinas is a highly ranked professor with almost 25 years of teaching experience. He is a Harvard MBA, whose substantial teaching experience is matched by a diverse corporate carrier path ranging from McKinsey to Manufacturing and Telecommunications.

Globalization is forcing managers to think about the world as “one market”. But “one global market” is not a synonym of “uniform” or “homogeneous”. Diversity in terms of ethnicity, wealth, culture, language, weather, demographics, tastes, values, religions, etc., makes marketing across borders a difficult, refined task that requires a multidimensional approach and a great investment in terms of money, effort and talent.