GETTING TO **EDINBURGH** FROM **LONDON** BY TRAIN TAKES 4 HOURS.

RAINFALL IN **EDINBURGH** IS **WELL BELOW** THE SCOTTISH AVERAGE AND **LESS ANNUALLY** THAN IN **ROME, FRANKFURT, AND NEW YORK**.

**EDINBURGH AIRPORT** IS SCOTLAND'S BUSIEST AIRPORT.

**40+ AIRLINES**

**130+ WORLDWIDE DESTINATIONS**
Dear Colleagues,

Today’s changing social, political, and economic landscape is driving business schools to challenge their core foundations and explore new horizons in business education. Appropriately, a city built on enlightenment, innovation, and creativity will host the 2019 International Conference and Annual Meeting: Edinburgh, Scotland.

Be inspired by the insights and successes of your colleagues, by discussions on social impact and digital transformation in higher education, and by the many opportunities you will have to engage with a global network of business educators.

We invite you to join more than 1,300 thought leaders, subject matter experts, and top educators from over 60 countries for ICAM in Edinburgh, from April 14 to 16, 2019. This dynamic, three-day event will foster the innovation, solutions, and connections that inform the future of business education and our roles within it.

Caryn Beck-Dudley
Dean
Leavey School of Business, Santa Clara University
2018–19 Chair, AACSB International Board of Directors

Thomas R. Robinson
President & Chief Executive Officer
AACSB International
NEW WAYS TO CONNECT IN OLD TOWN, EDINBURGH

• **Collaborate** with 14 affinity group meetings, a Solution Room to discuss your challenges in small groups, an Exchange Wall to share ideas, and more networking opportunities than ever before.

• **Increase learning** through opportunities to ask speakers questions one-on-one, take interactive Brain Breaks, and discover best practices during poster sessions.

• **Discover apps** to connect with other attendees, download presentation materials, and access the agenda, with complimentary Wi-Fi.

• **Use AACSB tools** like DataDirect, myAACSB, Career Connection, and the full suite of member benefits with one-on-one instruction from AACSB staff.

1,300+ PARTICIPANTS

60+ COUNTRIES & TERRITORIES

A *city of foodies*, Edinburgh has more restaurants per head than anywhere else in the U.K., including four Michelin Star restaurants.
LYNDA GRATTON
PROFESSOR OF MANAGEMENT PRACTICE
LONDON BUSINESS SCHOOL

Lynda Gratton is a professor of management practice at the London Business School and founder of the Hot Spots Movement. She has written extensively on the future of work and the role of the corporation and her eight books have received various awards. Her most recent book ‘The 100-Year Life’ was shortlisted for the FT Business Book of the Year. Lynda has served on Prime Minister Abe’s “Council for Designing 100-Year Life Society.” Gratton is a fellow of the World Economic Forum, and has chaired the WEF Council on Leadership.

HOWARD YU
LEGO PROFESSOR OF MANAGEMENT & INNOVATION
IMD BUSINESS SCHOOL

Howard Yu is the LEGO professor of management and innovation at the IMD business school in Switzerland as well as director of its signature program, the three-week Advanced Management Program (AMP), an executive education course. In 2015, Yu was selected by Poets & Quants as one of the World’s Top 40 Business Professors Under 40, and in 2018 he appeared on the Thinkers50 Radar list of 30 management thinkers “most likely to shape the future of how organizations are managed and led.” Yu received his doctoral degree from Harvard Business School.
Scotland is an enlightened nation, built on innovation, creativity, and warm, friendly people. We have a history of entrepreneurs and engineers who have changed the world, along with a long heritage in financial services where we remain one of Europe’s most important financial centres. It's fitting that ICAM 2019 has chosen Edinburgh for its next conference.

— Professor John Finch, Head of Adam Smith Business School, University of Glasgow

5 INTERACTIVE LEARNING TRACKS
23 NETWORKING OPPORTUNITIES AND ON-SITE EXPERIENCES
ICAM 2019 EXHIBITION

Visit the exhibit hall to discover innovative solutions and the latest products and services in business education. Meet face-to-face with industry experts that can help you solve problems, reach your goals, and discover groundbreaking ideas to bring back to your institution.

ENGAGEMENT, INNOVATION, AND IMPACT SEMINAR APRIL 12-13, 2019

Develop a comprehensive approach to enhancing and demonstrating engagement, innovation, and impact based on your school’s unique mission and community of stakeholders.

QUALITY ASSURANCE PROFESSIONALS WORKSHOP APRIL 13, 2019

Learn evidence-based process management techniques, review quality assurance documents, discuss cases, receive best-practice insights from experienced speakers and peers, and network with others in your profession.

AFFINITY GROUP MEETINGS

Connect with other business educators who share common interests related to school size, program focus, location, and/or professional field. Choose from over 14 groups to strengthen your professional network.

- Asia Pacific
- Associate Deans
- Digital Transformation
- Diversity and Inclusion
- Entrepreneurship Programs
- European
- MBA for Working Professionals
- Middle East and North Africa
- New Deans Learning Community
- Online Learning
- Responsible Management Education
- Small Schools Network
- Technology in Business Schools Roundtable
- Women Administrators in Management Education

If you are not currently participating in an affinity group, ICAM is the best place to start! Several affinity group meetings sold out last year, and space this year is limited. Pre-registration is required to guarantee your ability to participate.

To learn more about AACSB affinity groups, please visit aacsb.edu/membership.

ACCREDITATION VOLUNTEER TRAINING

Get an overview of the different accreditation volunteer responsibilities while discussing the philosophies behind the accreditation standards and accreditation process.
Officers of AACSB International will provide reports to the membership with Thomas R. Robinson, president and CEO, updating members on the organization’s strategic change agenda; Caryn L. Beck-Dudley presenting the Chair’s Annual Address; and vice chair-chair elect John A. Elliott discussing the vision for business education. Official representatives for our member organizations or appointed designees will be asked to vote on proposed changes to AACSB’s articles and bylaws.

Visit aacsb.edu/ICAM for the latest conference agenda.

Home to four universities, Edinburgh has a student population of over 103,000. More than 40 percent of the working-age residents are university graduates.
The **Scottish national animal** is the **unicorn** because it was believed to be the natural enemy of the lion, the English national animal.

**TOP 5 REASONS TO ATTEND**

1. Exchange **best practices** and **form partnerships** with colleagues from around the world.
2. Encounter **new networks** in sessions, at affinity group meetings, and on the events app.
3. Be **inspired** by industry experts.
4. Learn how to **maximize your efforts** in any stage of the accreditation process.
5. Discover **developments in curriculum, technology, and leadership**.
HOTEL & TRAVEL

CONFEREECE SITE

Edinburgh International Conference Centre (EICC)
The Exchange, 150 Morrison Street, Edinburgh EH3, 8EE, Scotland

ABOUT THE HOTEL

The Edinburgh Convention Center is close to a variety of accommodation options. To assist in your hotel reservation needs, please see the ICAM event webpages for more information and hotel booking tools.

When walking through the city, from New Town to Old, take a look at the city’s stunning architecture. All of Edinburgh’s city center is a UNESCO World Heritage site.
AACSB International thanks the following sponsors for their support:

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- Beta Gamma Sigma
- Santa Clara University, Leavey School of Business
- University of San Francisco, School of Management

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- North Carolina State University, Poole College of Management
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- Rutgers Business School
- Shanghai University of Finance and Economics, College of Business
- University of Glasgow, Adam Smith Business School
- University of North Texas, College of Business

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- Florida State University Admission Council®
Visit the **ICAM event webpages** to view the latest conference information, to learn about special promotions, and to register. Questions? Contact **events@aacsb.edu**, **Save 200 USD** if you register by **March 3, 2019**.

[aacsb.edu/ICAM](http://aacsb.edu/ICAM)