

UNICON TDC'24

# Generate

THE FUTURE OF EXECUTIVE EDUCATION  
IN A *hallucinated* WORLD

6 NOVEMBER | DAY 1

## Hallucinate Era

10:45  
**NEWCOMERS SESSION**

13H00  
**CONFERENCE OPENING**

Speakers: Pedro Oliveira & Catherine da Silveira · Nova SBE | Melanie Weaver Barnett · University of Michigan, Ross School of Business & Unicon | Eric Bergemann · MIT Sloan Management & UNICON | Pedro Brito & Marta Pimentel · Nova SBE

13H35  
**ENVISION THE HALLUCINATE ERA**  
PANEL

Host: Rui Coutinho Nova SBE  
Speakers: Eric Bergemann · MIT Sloan Management & UNICON | Inês Franco Alexandre · GirlMoveAcademy | José Tavares · Nova SBE | Sandro Resende · Manicómio and P28

14H30  
**MAPPING THE SOURCES OF DISRUPTION**  
KICK-START THINKING SESIONS

15H40 - COFFEE BREAK

16H15  
**OUR COLLECTIVE THINKING OF THE HALLUCINATE ERA**  
PLENARY SESSION

Host: Lénia Mestrinho · TBC - Nova SBE  
Speakers: José Esteves · Porto Business School | Marco Serrato · ASU Learning Enterprise

16H45  
**UNICON BENCHMARKING SESSION**

Speakers: Cuneyt Evrigen · Georgia State University - J.Mack Robinson College of Business | Nicholas Hamilton-Archer · University of Michigan's Ross School of Business

17H45  
**COCKTAIL, DINNER & UNICON AWARDS**

7 NOVEMBER | DAY 2

## Change Management

09H00  
**ORGANIZATIONAL AGILITY AND ADAPTABILITY**  
PLENARY SESSION

Hosts: Pedro Brito · Nova SBE | Melanie Weaver Barnett · University of Michigan, Ross School of Business & UNICON

09H30  
**GENERATE CHANGE SIMULATOR**  
IMMERSIVE CHANGE MANAGEMENT GAME

11H50 - COFFEE BREAK

12H20  
**CORPORATE CHANGE MANAGEMENT USE CASES**  
PANEL

Hosts: Pedro Brito · Nova SBE | Melanie Weaver Barnett · University of Michigan, Ross School of Business & UNICON  
Speakers: Isabel Vaz · Luz Saúde | Rogério Campos Henriques · Fidelidade

12H50 - LUNCH

7 NOVEMBER | DAY 2

## Positive & Peaceful Leaders

14H00  
**POSITIVE & PEACEFUL LEADERS**  
PLENARY SESSION

Host: Miguel Pina e Cunha · Nova SBE  
Speaker: Marco Berti, Nova SBE | Facilitators: Bev Wenger Trayner & Etienne Wenger Trayner

14H30  
**CO-INTELLIGENCE: GENERATING FUTURE LEADERS**  
WORLD CAFÉ WORKSHOP

Host: Miguel Pina e Cunha · Nova SBE  
Speakers: Paula Barriga · Novo Nordisk Portugal | Filipa Pinto Coelho · Joyeux Portugal | Yann Buaille-Lanrezac · Café Joyeux

16H00 - COFFEE BREAK

16H30  
**LEADERS THAT IMPACT**  
PANEL

19H45  
**WELCOME PARTY**

8 NOVEMBER | DAY 3

## Life Transitions & Infinite Learning

09H00  
**THE FUTURE OF LIFELONG AND EXECUTIVE EDUCATION CARRINGTON CRISP REPORT**

Host: Filipa Breia da Fonseca · Nova SBE  
Speaker: Andrew Crisp · CarringtonCrisp

09H30  
**LONGEVITY: 20 YEARS BONUS EFFECT**  
PANEL

Hosts: Filipa Breia da Fonseca, Nova SBE | Ricardo Zózimo · Nova SBE

10H10  
**CAREER & LIFE TRANSITIONS**  
HUMAN LIBRARY

11H10 - COFFEE BREAK

11H40  
**ROLE OF BUSINESS SCHOOLS IN INFINITE CAREERS**  
IDEA INCUBATOR

12H10  
**INFINITE CAREER AND LEARNING ADVOCATES: EXAMPLES FOR OUR FUTURE**  
PANEL

Host: Ricardo Zózimo · Nova SBE  
Speakers: Gabriel Aramouni · UNICON · LIDE Talento · iúnigo | Mike Malefakis · University Partnerships Emeritus

12H45  
**CLOSING REMARKS**

13H00 - LUNCH