

## **UNICON Directors' Conference 2025**

*Transforming Executive Education: Innovative Strategies for a Dynamic  
Business Landscape*

**20-22 May 2025**

Oriental Hall, AUC Tahrir Campus  
Moataz Al-Alfi Hall, AUC New Cairo Campus

### **Agenda**

**Tuesday 20 May 2025:** *AUC Tahrir Campus*

<b>08:30 – 09:00</b>	<b>Transfer to AUC Tahrir Campus</b>
<b>09:00 – 10:00</b>	<b>Arrival and networking</b>
<b>10:00 – 10:15</b>	<b>UNICON Welcome Note</b>
<b>10:15 – 10:30</b>	<b>Opening Remarks</b> Sherif Kamel, Dean, Onsi Sawiris School of Business
<b>10:30 – 11:30</b>	<b>Session 1: Unleashing Impact: The Case of Onsi Sawiris School of Business</b>
<b>11:30 – 12:00</b>	<b>Coffee Break</b>
<b>12:00 – 13:00</b>	<b>Session 2: Expanding Horizons: Open Enrollment and Access to Executive Education in Emerging Markets</b>
<b>13:00 – 14:00</b>	<b>Lunch</b>
<b>14:00 – 14:30</b>	<b>Campus Tour – AUC Tahrir Campus</b>
<b>14:30 – 15:45</b>	<b>Session 3: Shaping the Future: The Landscape of Executive Education in Egypt and the Region</b>
<b>15:45 – 16:00</b>	<b>Daily Wrap-up and Reflection</b>
<b>16:00 – 16:30</b>	<b>Return to Hotel</b>
<b>18:30 – 19:00</b>	<b>Transfer to Dinner</b>
<b>19:00 – 22:00</b>	<b>Dinner on the Nile Cruise</b>
<b>22:00 – 22:15</b>	<b>Return to Hotel</b>

**Wednesday 21 May 2025 : *AUC New Cairo Campus***

<b>08:30 – 09:15</b>	<b>Transfer to New Cairo Campus</b>
<b>09:15 – 09:30</b>	<b>Arrival and Networking</b>
<b>09:30 – 10:30</b>	<b>Session 4 – Part 1: Empowering Leadership in Executive Education: Navigating Change Through Self-Awareness</b>
<b>10:30 – 11:00</b>	<b>Coffee Break</b>
<b>11:00 – 13:00</b>	<b>Session 4 – Part 2: Empowering Leadership in Executive Education: Navigating Change Through Self-Awareness</b>
<b>13:00 – 14:00</b>	<b>Lunch</b>
<b>14:00 – 14:45</b>	<b>Campus Tour – New Cairo Campus</b>
<b>14:45 – 16:00</b>	<b>Session 5: Driving Growth: Strategies for Effective Marketing, Business Development, and Sales in Executive Education</b>
<b>16:00 – 16:15</b>	<b>Coffee Break and Daily Wrap-up</b>
<b>16:15 – 17:00</b>	<b>Return to Hotel</b>
<b>18:30 – 19:00</b>	<b>Transfer to Dinner</b>
<b>19:00 – 22:00</b>	<b>Dinner at the Citadel</b>
<b>22:00 – 22:15</b>	<b>Return to Hotel</b>

**Thursday 22 May 2025: *Grand Egyptian Museum***

<b>08:30 – 09:30</b>	<b>Transfer to Grand Egyptian Museum (GEM)</b>
<b>09:30 – 10:00</b>	<b>Arrival and Networking</b>
<b>10:00 – 11:30</b>	<b>Session 6: The AI Advantage: Navigating the Impact of Artificial Intelligence in Executive Education</b>
<b>11:30 – 11:45</b>	<b>Wrap-up and Closing Remarks</b>
<b>11:45 – 13:00</b>	<b>Lunch at GEM</b>
<b>13:00 – 17:30</b>	<b>Museum Guided Tour</b>
<b>17:30 – 18:30</b>	<b>Return to Hotel</b>