

May
22-25
2018



Shaping the future of continuing education

Tecnológico de Monterrey, Monterrey, Mexico

AGENDA

Location: Auditorium EGOB

Schedule			Activities
13:00	14:20	1:20	Registration and Check In
14:30	17:15	1:45	Paralell Workshops 1 and 2
16:15	17:30	00:15	Break
17:30	18:45	1:45	Paralell Workshops 1 and 2
19:15	21:30	2:15	Welcome Reception (Museo de Historia de México)

Wednesday, May 23th., 2018

AGENDA DAY 1

Theme: The need of evolution in continuing educations models.

Location: Auditorium EGOB

Schedule		Activities	
07:30	09:00	01:30	Registration and Breakfast
09:00	09:10	00:10	Welcome Messages Jorge Blando , Vice Dean of Executive and Continuing Education. Jaime Bonilla , Dean of the Engineering School
9:10	9:20	00:10	Welcome Messages and Open Activities, Soma Chakrabarti, Ph.D. President, IACEE.
9:20	10:20	01:00	Keynote 1, “New trends and technologies for Continuing Education” Pepe Escamilla , Director of Educational Innovation at Tecnológico de Monterrey
10:20	10:35	00:15	Coffe Break
10:35	11:35	01:00	Paralell Oral presentations (R1: 3 Best practices) / (R2: 3 Research papers) / R:3 (Best practices)
11:35	12:00	00:25	Discussion (Q&A)
12:30	14:00	01:30	Lunch
14:00	15:00	01:00	Panel: “Continuing Education in a New Era” – CLO’s from multinational companies
15:00	15:15	00:15	Coffee Break
15:15	16:15	01:00	Pararell Oral presentations (R1: 3 Best practices) / (R2: 3 Research papers) / R3: 3 Research papers)
16:15	16:40	00:25	Discussion (Q&A)
16:40	17:40	01:00	Pararell Oral presentations (R1: 3 Best practices) / (R2: 3 Research papers) /R3:3 (Best practices)
17:40	18:05	00:25	Discussion (Q&A)
18:30	20:30	02:00	Ceremony Night (Gala Dinner at Horno 3)
20:30	21:00	00:30	Transportation from Horno 3 to Hotels

Thursday, May 24th., 2018

AGENDA DAY 2

Theme: Filling the gap between lifelong learning and the organizational development.

Location: Auditorium EGOB

Schedule		Activities	
07:30	09:00	01:30	Registration and Breakfast
09:00	10:00	01:00	Keynote 2, "Life Long Learning and organizational development: University based strategies for a new era" Marco Serrato, Vice Rectory of Continuing Education, Tecnológico de Monterrey
10:00	11:00	01:00	Keynote 3, "New models and technologies for individual and organizational development" <i>Accenture Digital or Deloitte</i>
11:00	11:15	00:15	Coffee Break
11:15	12:15	01:00	Pararell Oral Presentations (R1: 3 Best practices) / (R2: 3 Research papers) / (R3: 3 Best practices)
12:15	12:40	00:25	Discussion (Q&A)
13:00	14:30	01:30	Lunch
14:30	15:30	01:00	Pararell Oral Presentations (R1: 3 Best practices) / (R2: 3 Research papers) / (R3: 3 Best practices)
15:30	15:55	00:25	Discussion (Q&A)
15:55	16:55	01:00	Pararell Oral Presentations (R1: 3 Best practices) / (R2: 3 Research papers) / (R3: 3 Research papers)
16:55	17:20	00:25	Discussion (Q&A)
17:30	17:40	00:20	Coffe Break
17:40	18:40	01:00	IACEE General Assembly
18:45	19:15	00:30	Posters presentation at Lobby EGOB
19:15	21:15	02:00	Cocktail and Mexican Dinner Kermese (culture) EGOB
21:15	21:45	00:30	Transportation from EGOB to Hotels

Theme: How to keep up with the need of future lifelong learners.

Location: Campus Monterrey, Library

Schedule			Activities
09:00	09:30	00:30	Registration and Breakfast
09:30	10:30	01:00	Keynote 4 IACEE Award Individual
10:30	11:30	01:00	Keynote 5 Diamond Sponsorship
11:30	11:45	00:15	Coffee Break
11:45	12:45	01:00	Concluding remarks and wrap up
12:45	13:45	01:00	Box Lunch
14:00	15:30	01:30	Tec de Monterrey Campus Tour
15:30	18:00	02:30	Afternoon Activities (Optional)
18:30	19:00	00:30	Transportation to Hotels

Marco Serrato
Executive Director for Executive Education
TEC de Monterrey



Dr. Marco Serrato graduated PhD, Operations Management, Tecnológico de Monterrey, 2006 . PhD, Industrial Engineering, Iowa State University, 2004. MSc, Quality & Productivity Systems, Tecnológico de Monterrey, 2000. Industrial Engineering, Tecnológico de Monterrey, 1998. Researcher and Professor at the Ph.D., MBA, M.Sc and B.Sc. levels. He received the Best Professor Award by graduating students of the MBA program. He has participated as Executive Education Professor at Open-Enrollment and Custom-Made programs, and has also designed and delivered a MOOC on Data Analysis for Decision-Making, which has registered 50,000+ learners from sixty eight countries worldwide. Besides such experience in the Executive Education industry and academic world, Marco is an entrepreneur with broad networking connections all over Latin America. He has co-founded two startups that provide IT-based solutions for organizations located in this region and related to the manufacturing, automotive, health and governmental sectors. Marco serves as Executive Director for Executive Education for the Vice Rectory for Continuing Education at Tecnológico de Monterrey, where he has devoted his practice in the last ten years

José Escamilla de los Santos
Director of Educational Innovation,
TEC de Monterrey



Expert in innovation management and designing, managing, deploying, evaluating and researching elearning and mlearning, continuing education and higher education programs.

José Escamilla has been Director of TecLabs – Learning Reimagined, the disruptive Educational innovation unit of Tecnológico de Monterrey since June 2016. He received a PhD degree in Computer Science from the Institut National Polytechnique de Grenoble, in Grenoble, France and a M.Sc. degree in Computer Science from the same University. He has been the Director of Educational innovation and also in charge of the Observatory of Educational Innovation. <http://www.observatoryedu.com>

He was directly responsible of the initial courses offered in Coursera by Tecnológico de Monterrey. He was Dean at the Graduate School of Education and Europe Corporate Director of Tecnológico de Monterrey in Madrid, Spain. He create Innov@TE – Center for Innovation in Technology and Education. He has worked as a consultant for companies, universities & government (IBM; World Bank; UNCTAD; Minister of Education of Saudi Arabia; Minister of Education of Argentina & 7 National Universities: Salta, Jujuy, Misiones, Nordeste, Formosa, Comahue & Patagonia Austral; University Ramón Llul in Spain; CONAFE; UASLP; UNIVERSIA; OEA and INTEL).

Specialties are innovation management, elearning, mlearning, continuing education and higher education