We are excited to welcome you to Careers Beyond Borders

In September 2012, EF’s Professional Campus in Manchester, England, will host an exclusive international seminar focusing on the importance of language skills and global knowledge in a competitive world. Titled “Careers beyond borders”, the seminar will examine language skills and global connections as key components of success in the future for individuals as well as countries.

The two-day seminar will bring together EF students, experts on international education and career development, bloggers and journalists from around the world at EF’s Professional Campus, the world’s first international language center dedicated to young professionals.

You are invited to participate in all the “Careers beyond borders” panel discussions, speeches and interactive sessions on September 6th and 7th, with renowned guest speakers -including best selling author and social media guru Erik Qualman- press, bloggers and participants from all around the world, as well as to discover the city of Manchester.

We look forwards to seeing you there,

Eduardo Rubio
Sales President at EF Education First
President of EF Young Professionals
Seminar Agenda

**Thursday 6th of September**

Airport transfers to Campus.

16:00 - 18:00: Welcome by Bev Garth & Emily Cunningham + EF Professional Campus Tour

18:00 - 19:00: Networking Cocktail

19:00 - 21:00: City Tour of Manchester and Dinner at Restaurant.

21:00 – 23:00 Discovering Manchester nightlife (optional)

**Friday 7th of September**

09:30 - 10:00: Opening Session by Robert Dorlin

10:00 - 11:00 Guest Speaker Panel Round 1: “Challenges of cross-cultural Management” moderated by Robert Dorlin

11:00 – 11:15: Short Break


12:15 - 12:30: Speech by Andy Parkinson, Deputy Chief Executive from Marketing Manchester

12:30 - 14:00: International Networking Lunch / Press Conference by Erik Qualman

14:00 - 15:30: Guest Lectures:
- “The value of English and foreign languages for a career beyond borders” by Michael Lu. Q&A.
- “Languages Online: what do international businesses need to think about when there are no borders?” by Ronan Gruenbaum. Q&A.
- “(Tittle to be confirmed)” by Gil Giardelli. Q&A.

15:30 - 16:00: Networking Break

16:00 - 17:00: Keynote Speech by Erik Qualman
- “Digital Leadership: How to Succeed and Develop Influence in a Global and Interconnected World”

17:00 - 17:30: Closing Remarks by Robert Dorlin
About the Seminar

Welcome & EF Professional Campus Tour – 6th Sep.
Welcoming reception at EF Manchester. Discover the newly renovated International Language Center - dedicated exclusively to young professionals & its innovative learning environment.

Do not miss this unique opportunity to mingle with top journalists, bloggers and other specialists visiting us from over 15 different countries. Learn about their industries, countries and views.

City Tour of Manchester, dinner at Restaurant and discovering Manchester’s nightlife – 6th Sep.
Visit Manchester, enjoy dinner in a popular Manchester restaurant and, if you feel like it, this is the chance to discover Manchester nightlife with our EF City Insider.

Opening Session – 7th Sep.
This opening session will introduce the topic of “Careers beyond borders”, which will be discussed throughout the day’s interactive activities with the guest speakers and press.

Guest Speaker Panel – 7th Sep.
Our guest speakers, experienced professionals on Career development and language learning, will give their views on today’s top concerns such as “cross-cultural management challenges” & “international career trends”.

Guest Speaker Lecture – 7th Sep.
On this occasion, the guest speakers will talk and share their knowledge on a topic from their range of expertise. After each speech, you will have the unique opportunity to address each speaker with your inquiries and interact with them.

Keynote Speech by Erik Qualman – 7th Sep.
Erik Qualman, the International Best-Selling Author of Socialnomics, will present a keynote on the topic of his new book: “Digital Leadership: How to Succeed and Develop Influence in a Global and Interconnected World.”

Closing remarks – 7th Sep.
Final comments on the Seminar’s topics, wrapping up of the whole Manchester event and farewells.
Our Guest Speakers
Erik Qualman is the author of “Socialnomics: How social media transforms the way we live and do business”, which made Amazon’s #1 Best Selling List for the US, UK, Canada and Germany; and was Book of the Year finalist as voted by the American Marketing Association.

Holding a BA in Marketing by Michigan State University and an MBA from the McCombs School of Business, Qualman is at present a columnist for Search Engine Watch and ClickZ Magazine, an MBA professor at Hult International Business School and Global Vice President of Digital Marketing for EF, while also owning the social media blog socialnomics.com. For the past 16 years Qualman has helped grow the digital capabilities of many companies including Cadillac, EarthLink, Yahoo, Travelzoo and AT&T.


Erik Qualman will participate in the different interactive activities during the Careers Beyond Borders Seminar and will pronounce a Speech on “Digital Leadership: How to Succeed and Develop Influence in a Global and Interconnected World”.

Ronan Gruenbaum, a true expert in the digital marketing field, is a key Professor at Hult International Business School where he teaches marketing and technology on the Master, MBA and Executive programs.

Author of an impressive list of articles and books, Ronan has an honours degree in Computational Science and Economics from the University of Leeds; a Graduate Diploma in Law from the University of Westminster; and an Executive MBA from Ashridge.

Ronan has presented at international conferences for the AACSB (Association to Advance Collegiate Schools of Business), EFMD (European Foundation for Management Development), CEEMAN and ABS and the Future of Learning Conference in 2009. Ronan was also a member of the EFMD External Relations Meeting Steering Committee.

Ronan Gruenbaum will participate in the different interactive activities during the Careers Beyond Borders Seminar and will pronounce a Speech on “Languages Online: what do international businesses need to think about when there are no borders?”
Michael Lu
Head of Global Communications at EF Education First

*Michael Lu* is a probably a good embodiment of someone whose career has gone beyond borders, having worked in Sydney, Hong Kong, Shanghai, New York and London.

Michael started out in consulting but decided that was not hands-on enough so went to help News Limited Australia set up their digital businesses in the late 90s. He then led Asia strategy for a US digital agency before starting up a database marketing in China and also dabbled in the publishing business for Bertelsmann Media Group. He was most recently head of marketing and business development for EF in China, where he was instrumental in growing EF’s business by more than 100% year-on-year and making EF a household brand name.

Like many people at EF, Michael is multilingual and currently serves EF’s head of global communications, based out of London.

Michael Lu will participate in the different interactive activities during the Careers Beyond Borders Seminar and will give a Speech on “The value of English and foreign languages for a career beyond borders”.

Gil Giardelli
Leading Brazilian expert in the .com world

*Gil Giardelli*, a web activist and a diffuser of concepts and activities linked to social networking, human collaboration, creative economy and digital innovation, is one of Brazil’s leading experts in the .com world. Wherever he goes, Gil spreads innovative ideas and inspires social entrepreneurship.

Gil is a professor in the ESPM (Superior School of Advertising and Marketing) for both graduate and MBA programs, and he also teaches at Miami Ad School and CIC (Centre for Innovation and Creativity) and FIA-USP (Foundation Institute of Directors), and has spoken in more than 600 national and international events such as the TEDxSudeste, TEDxPortoAlegre, EducaRede International Meeting in Madrid, among others.

Having started his career at the young age of 14 as an office boy, *Gil Giardelli* is today CEO of Gaia Creative, a company dedicated to Knowledge & Innovation Management and Digital Relationships. Grupo Protege, Brazil BMW, MINI Brazil, SEBRAE TJSP, TAM, are some of their current customers

Gil Giardelli will participate in the different interactive activities during the Careers Beyond Borders Seminar and will give a Speech.
EF Professional Campus in Manchester
A purpose-built business campus

EF’s newly renovated course center – dedicated exclusively to young professionals (+25) – puts you in the very heart of Manchester’s hip Northern Quarter. Here you will find the latest in educational amenities, from three computer rooms and Wi-Fi classrooms to a billiard lounge and health-conscious cafeteria.

By day, students can top up their CVs with the Career Builder course, prepare for an official proficiency exam such as TOEFL, gain international work experience at a local company with an EF Internship, etc. By night, a “City Insider” introduces students to the neighborhood’s most popular shops, cafés, gastropubs and jazz bars.
BEST WESTERN Willow Bank Hotel
Manchester, UK

Situated in Fallowfield, Best Western Willow Bank Hotel is a real mixture of modernity and traditional character, and manages to pull both off brilliantly.

Each of the 120 bright and airy bedrooms has free high-speed Wi-Fi access, satellite TV, direct dial telephone and a private bathroom with hairdryer and free toiletries. All rooms feature a work desk, suit press, tea/coffee facilities, and many other little luxuries to make your stay a special one.

Just a 10-minute drive from the middle of Manchester, situated in a truly cosmopolitan district, Willow Bank Hotel boasts of good public transport links, charming rooms and friendly, professional staff.

Breakfast is included during the stay.
OWENS PARK,
Fallowfield Campus – University of Manchester

Owens Park, a significant part of the Fallowfield Campus of the University of Manchester, is located 3 miles south of the city centre and is the largest of the University's halls of residence, providing a compact venue for conferences.

Only a ten minutes walk from both Willow Bank Hotel and EF Professional Campus, Owens Park will host EF’s Careers Beyond Borders on the 7th September, welcoming both Press, Bloggers and EF Manchester Students. Throughout the day, speeches, conferences, workshops and panels will take place in the Main Hall that can host up to 400 people.

Owens Park has a hot forked buffet where lunch will be served during the event to media guests. During the networking break Owens Park will provide tea/coffee and biscuits.
Your contacts:

Cristina Quintana  
Organizing Committee  
Cristina.quintana@ef.com

David Pires  
Organizing Committee  
David.pires@ef.com

The Careers beyond borders Team:

Eduardo Rubio  
President of EF Education First Young Professionals  
Sales President at EF Education First

Robert Dorlin  
Head of Online Marketing at EF Education First

Emily Cunningham  
EF Manchester Center Director

Bev Garth  
Director of Operations UK/Ireland at EF