



TO KNOW ALL ABOUT CORPORATE UNIVERSITIES

* 14th January 2009

* From 9h00 to 18h00

* Areva University, **Tour Areva - 1**, place de la Coupole - Paris - La - Défense

*Exceptional seminar held specially for professionals

* Held in the heart of a company

* Led by Annick Renaud-Coulon, worldwide expert of the World Corporate Universities, author of several books on the subject, President of the European club corporate universities and Chairman of GlobalCCU, the Global Council of Corporate Universities.

?? With testimonies from directors of famous corporate universities.

The seminar is open to directors of corporate universities, HRD, training managers, project managers of companies, private and public organizations, excluding consulting and training.

Registration Fees:

875€(excluding taxes) per person including a folder of seminar materials given to the participant, lunch and breaks. Registration is effective upon receipt of registration fees. Cancellation: They must be made in writing up to eight days before the seminar, at the latest. After that date, there will not be any reimbursement. However, the participant can find a replacement.

Objectives

Goal : To allow companies that want to create or revitalize their university to establish a framework very efficient, based on a recognized global expertise.

Objectives : At the end of the day, participants will be able to:

* review on what is a corporate university and what is not

* identify the benchmark of excellence for steering the corporate university of new generation

* identify the success factors in creating a corporate university

Program

9h00 - 9h15	<i>Welcome</i>
9h15 - 9h30	Introduction of participants, objectives and program.
9h30 - 11h00	Overview on the global phenomenon of corporate universities by Annick Renaud-Coulon: definition, strategic positioning, governance, types of corporate universities, the activities on offer, their business model, their marketing and communication.
11h00 - 11h15	<i>Break</i>
11h15 - 12h15	Testimony of Mr. Marc Gomes, Director of AREVA University.
12h45 - 14h00	<i>Lunch</i>
14h00 - 15h00	Testimony of Mrs. Raphaëlle Dhennequin, Director of LOGICA University.
15h00 - 16h00	The key factors of success by Annick Renaud-Coulon.
16h00 - 16h15	<i>Break</i>
16h15 - 17h30	Individual work and then work in subgroups, participants' ideal position of corporate universities or academic enterprises, followed by plenary exchanges and elaboration of individual's fundamental action plans.
17h30 - 18h00	Round table discussion on the inputs of the day and conclusion



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