

ACTIVITY REPORT 2002-2003
ESADE's Alumni Association

Annual Conference, 29 November 2002
"Leadership and sensitivity"

Academic ceremony

With the participation of

- **Richard Boyatzis**
Co-author of the book *Primal Leadership: Realizing the Power of Emotional Intelligence*
- **Josep Ferrer**
Director of the Sant Cugat Symphonic Orchestra

Presentation of the Jaume de Cordelles awards

Prizewinners:

Jaime Castellanos
President of the Recoletos Grupo de Comunicación

Alberto Palatchi
President of the Grupo Pronovias

Sponsored by:
Agrupació Mútua

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Plaza & Janés
Caja Madrid
Gestetner
Sol Meliá

Social events

Matins ESADE

With the collaboration of *La Vanguardia*

15 October

Javier Moscoso, president of the editorial board of the Editorial Aranzadi, ex Minister of the Presidency and ex Director of Public Prosecutions

12 November

Jaume Tomàs, president of the Fira de Barcelona

28 November

Jaume Pagès, chief executive of the Forum 2004

24 January

Mario Armero, president of General Electric

27 February

Alberto Palatchi, president of the Grupo Pronovias

12 March

Xavier Torra, director general of Simon

6 May

Julio Fernández, president of the Grupo Filmax

5 June

Jesús Catania, president of the Mondragón Cooperative

2 July

Joan M. Nin, director and general manager of the Banco Sabadell

Graduating class meetings

22 November	Master in International Trade, 1992
16 January	Lic&MBA, 1978
12 February	MBA, 1983
25 March	Lic&MBA, 1988
8 April	MBA, 1988
9 April	Full-Time MBA, sections in Spanish and English, 2000
8 May	MBA, 1993
14 May	Lic&MBA, 1993
28 May	Lic&MBA, 1979
16 June	ADE, from 1968 to 1985
18 June	Part-Time MBA, 1998

Meetings, lectures and conferences. Geographical areas

Autonomous Community of Madrid

4 and 5 October

I Paddle Tennis Tournament

12 November

Conference: **From insurance mediation to financial consultancy**

14 November

Conference: **e-Learning: a new Internet challenge**

19 November

Presentation of the study: **The positioning of e-business in Spanish companies**

27 November

ESADE meetings: **The current situation of the North American economy and its repercussions on Western markets**

11 December

Christmas Dinner

15 January

Lecture: **How to manage your own professional future**

28 January and 7 February

Seminar: **I, my best ally**

21 and 22 January

Seminar: **Networking: knowledge of relational capital. Implementation of the strategy**

22 February

Car trial on the "El Jarama" Circuit

27 February

Lecture: **people management in the post-new economy era**

10 June

Lecture: **The Spanish banking sector faced with the future; Europe and Latin America**

3 July

Round table: **Advertising and marketing of alcohol and tobacco in view of the new law**

Andorra

10 April

Principality of Andorra Alumni Association's Conference

Lleida

28 February

Lecture-talk: **New challenges in the generation of income in sports clubs**

Autonomous Community of Valencia

22 and 23 March

Car trial on the "Cheste" Circuit

19 June

Autonomous Community of Valencia Alumni Association's Annual Conference

Academic ceremony:

Lecture: **The Professional careers in family companies**

Professional groups

3 October

Presentation of the study: **How to measure Internet presence to obtain better results**

16 October

Sectorial conference: **The telecommunications sector. Liberalization, legal framework, business experiences and future challenges**

14 November

Presentation of the study: **The positioning of e-business in Spanish companies**

13 February

Public Management and Politics Club Dinner-talk: **Promotion and career factors in the public domain: between professional capacity and loyalty**

18 February

Presentation of the study: **Corporate applications as an integral part of business strategy**

25 March

Lecture: **Professional profile of today's executive**

3 April

Round table: **Demography, ageing and health: a threat for the welfare state?**

7 April

Conference: **From insurance mediation to financial consultancy. Efficient network management**

24 April

Round table: **Relations between NGOs and companies: the "Together for Africa" experience**

9 May

Conference: **Strategic management of real estate assets in non-real estate companies: the Corporate Real Estate**

26 May

Presentation: **Expedition to Gurla Mandata**

28 May

Health and Pharma Club Round table-discussion: **Embark on health: from the idea to the company**

29 May and 5 June

Human quality and personal balance

5 June

Conference: **Outsourcing**

8 July

Presentation of projects for the Entrepreneurs' Forum

Professional Careers

2nd, 7 and 9 October (1st round)
20th, 22 and 27 January (2nd round)
Seminar: **I, my best ally**

21st, 23 and 28 October (1st round)
31 March and 2 and 7 April (2nd round)
Seminar: **Potential balance**

25 and 27 November (1st round)
17 and 19 February (2nd round)
Seminar: **Knowledge of relational capital**

9 and 11 December (1st round)
3 and 5 March (2nd round)
Seminar: **Implementation of the strategy**

From the 12 to 15 April
Seminar: **Personal and professional strategy**

Culture and leisure

September-October
4th ESADE Association Golf Circuit

15 November
Painting exhibition: **"Il Cinquecento Veneto". Paintings from the Hermitage**

22 February
Car trial at the Montmeló Circuit

5 July
1st ESADE Association Sailing Regatta

Training

Refresher programmes for alumni

- ***Medir la excelencia***
13th, 14 and 15 November. Barcelona
27th, 28 and 29 November. Madrid
- ***Desarrollo de habilidades directivas (DHD)***
November and December. Barcelona
- ***Introduction to Leadership through Emotional Intelligence***
25 January. Barcelona
- ***Dirección de proyectos***
28th, 29 and 30 January. Madrid
27 and 28 February and 1 March. Barcelona
- ***Orientación al cliente y Customer Relationship Management (CRM)***
26th, 27 and 28 February. Barcelona
- ***Gestión rentable de clientes. El enfoque del marketing relacional***
19th, 20 and 21 May. Barcelona
26th, 27 and 28 May. Madrid
- ***Value Based Management. Gestión basada en el valor***
10 and 11 June. Barcelona

Other

16 December

Annual general meeting of the Alumni Association

Publications

Alumni Association Magazine

- Issue 100. September-October
- Issue 101. November-December
- Issue 102. January-March
- Issue 103. May-June
- Issue 104. July-August

ESADE Alumni Association Annual Report

Publication: *El líder resonante crea más. El poder de la inteligencia emocional*. Plaza & Janés, September 2002

Activities agenda: 13