

11th European Management Conference

Restart! Where to?

Paris 02 - 04 May 2005

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Editorial

As President of Perspective Europe, I would like to invite you, on behalf of the entire Organising Committee, to the 11th European Management Conference. During the past decade our conference has become renowned for delivering high level recruiting and networking opportunities while encouraging an informed, challenging and constructive discussion of key current business issues. By seeking constant improvement, the schedule of the conference will be enriched from 2005 onwards. With "Further Perspectives", the Organising Committee gives international organisations the opportunity to participate actively alongside its corporate partners. We all look forward to welcoming you to Paris next May!



Uwe Gleitz,
President of Perspective Europe

The conference concept is based on three pillars: **Content - Recruiting - Networking.**

Content

Perspective Europe invites academics and experienced professionals to deliver keynote lectures which form the core of our conference. Round-table discussions between the speakers and students serve to deepen the debate of the conference topic. Finally, a vast range of workshops allow the students to actively develop and formulate their ideas in interaction with their workshop-leader. In order to make room for deeper content and to give more time to the workshops, this year's conference will be enlarged, covering for the first time three entire days.

Monday, 2nd May		Tuesday, 3rd May		Wednesday, 4th May	
09:00	Opening				
09:45	Lectures	09:45	Lectures	09:45	Lectures
		12:00	Workshops		
13:30	Lunch	13:30	Lunch	13:30	Lunch
15:00	Company Fair	15:00	Workshops	15:00	Workshop Presentation
-		-		16:30	Roundtable Discussion
17:30		18:00		17:30	Closing Cocktail
20:00	Cultural Evening	20:00	Executive Summit		
		21:00	Networking Night		

The 2005 Topic: Restart! Where to?

After facing a slowdown in growth throughout the past years, signs of an economic recovery emerge in Europe. The 2005 conference will deal with the long term perspectives of the EU's economies, taking a dual focus:

Outward perspective: What will be Europe's role in the international economic arena of tomorrow? Will it pose a real challenge to the US economic predominance? How should it approach the rising power of the emerging markets?

Inward perspective: European companies face a high degree of competition in their home markets, due to growing free trade and the European harmonization process. At the same time, many former markets of growth show signs of saturation. How can companies unlock further growth potential in developed markets, and where can they find new fields of growth? Perspective Europe will discuss new concepts in the B2C and B2B area like "best in class customer value management" and "value based selling".

Recruiting

Students invited to participate in the European Management Conference are subject to a selection process for which corporate and institutional partners can set their own criteria. Qualified recruitment specialists examine the applications, generally in excess of 1000 number, and carefully choose the approximately 200 participating students. The conference offers several recruitment opportunities:

Company Fair One afternoon of the conference is dedicated to the company fair, where students can visit the stands of the companies and institutions they are interested in.

Presentations Our partners have the opportunity to make a detailed presentation of both their business and their recruitment processes in the conference auditorium.

Interviews Students can be invited to interview rooms using the Perspective Europe online interviewing scheduling system at any time of the conference.

Workshops Topic oriented workshops with a maximum of 20 participants allow to view potential candidates in an assessment-center type of environment.

Student CVs are available to our partners up to one month before the conference, allowing them to plan their schedule in advance of their arrival in Paris. Invitations for interviews can be made with ease through our online reservation system.

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Networking

In the past our partner companies have very generously sponsored one or more of the many Networking Events organised during the conference, in order to increase their prominence with the students. Perspective Europe welcomes this type of initiative and would like to keep this tradition alive. Networking opportunities begin before the conference with our Sightseeing Tour and the Welcoming Cocktail. During the conference three special events offer further opportunities for discussion and mutual exchange: the Cultural Evening, our Networking Night and the Closing Cocktail.

Participants

In April 2004, students from 50 different countries were present in Paris, most of them in their penultimate or ultimate year of studies. Over 25% had an MBA degree or were preparing a PhD. Applications came from the top ranked Business Schools and Universities in Europe, North America and Asia.

Student Distribution

Europe	55,7%
Asia	17,6%
North America	10,8%
South America	8,5%
Africa	6,3%
Australia	1,1%

Further Perspectives

In close collaboration with its long-term partner Brandicate Consultants, Perspective Europe will launch the three year project "Further Perspectives" in 2005. The goal is to take into account how close the profit and the non profit-sector are already linked today and that there exist complementary career opportunities for graduates. For the first time we invite economic related supranational organisations and NGOs to participate in the lecture and recruitment part of the conference.

Perspective Europe - young, dynamic, international

Perspective Europe is an independent student organisation, operating on the five campuses of the ESCP-EAP, Paris, London, Berlin, Madrid and Turin. Organising the European Management Conference for the 11th time, our aim is to bring top-level students from around the world together with interesting companies, institutions and renowned academics. The European Management Conference is a unique platform for innovative debate on management related topics and promotes intercultural networking and recruitment.

Contact Adresses

For further information please visit our website www.perspective-europe.org or send an e-mail to contact@perspective-europe.org.

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