

PARTICIPANT RESERVATION FORM

Yes, I would like to attend the Executive Program on May 11-15, 2003 at Real Colegio Complutense at Harvard University.

NAME: _____

TITLE: _____

COMPANY: _____

STREET: _____

CITY: _____

STATE/ZIP: _____

TELEPHONE: _____

FAX: _____

E-MAIL: _____

Date of Arrival: _____

Day of Arrival: _____

PRICE INCLUDES EXECUTIVE PROGRAM, HOTEL AND MEALS:

Payment Options:

1. Please make your check payable of \$3,500 USD to:

REAL COLEGIO COMPLUTENSE, "Executive Program"
26 Trowbridge Street
Cambridge, MA 02138

2. Bank Account Transfer of \$3,500 USD to:

REAL COLEGIO COMPLUTENSE, "Executive Program"
Bank: FLEET
Address: 100 FEDERAL STREET. BOSTON, MA 02110
Account Number: 74179710
Swift Code: FLTBUS3B ABA#011000138

HOTEL is included, but may be deducted if you have other alternative.

HOTEL RESERVATIONS for 5/11, 5/12, 5/13 and 5/14

\$200 USD, per room, per night

Specify if one or two beds preferred _____

IMPORTANT: SPACE IS LIMITED TO 25 PARTICIPANTS. YOUR RESERVATION WILL BE HELD ONLY BY FULL PAYMENT OF EXECUTIVE PROGRAM.

ADDITIONAL INFORMATION: CONFERENCE ROOM

REAL COLEGIO COMPLUTENSE
26 Trowbridge Street
Cambridge, MA 02138
Phone: 617-495-3536
Fax: 617-496-3401
<http://www.realcolegiocomplutense.harvard.edu>

HOTEL INFORMATION:

Harvard Faculty Club
20 Quincy Street
Cambridge, MA 02138
Phone: 617-495-5758
Fax: 617-496-8754

SUPPORTING ORGANIZATIONS:

Real Colegio Complutense at Harvard
US Commercial Service (American Embassy in Spain)
American Chamber of Commerce in Barcelona
Spain-US Chamber of Commerce

CONTRIBUTING SPONSORS:

Banco Santander Central Hispano
East Coast (American Holdco, Inc.)
Freixenet

NOTE: program and speakers subject to change.



REAL COLEGIO COMPLUTENSE
ESTABLISHED IN COOPERATION WITH HARVARD UNIVERSITY
EXECUTIVE PROGRAM



**MONDAY
MAY 12**

8:00 am

REGISTRATION

WELCOME BREAKFAST, REAL COLEGIO COMPLUTENSE

9:00 am

Introductory Remarks

Executive Program Director, *Dr. Marisa del Pozo.*

9:15 am - 10:30 am

**Improving Organizational Effectiveness
with Cultural Awareness**

• *Dr. Edgar Schein*, Professor at M.I.T., Sloan School of Business and Consultant.

10:30 am - 10:45 am

MORNING COFFEE

10:45 am - 12:30 pm

Surviving and Adapting in a New Environment

• *Dr. Edgar Schein*, Professor at M.I.T., Sloan School of Business and Consultant.

12:30 pm - 2:30 pm

LUNCHEON, HARVARD FACULTY CLUB

• *Michael Tourkistas*, President of American Holdco, Inc.
• *Jim Bouras*, Chief Financial Officer of American Holdco, Inc.

2:30 pm - 5:30 pm

**Corporate Governance in the US and Spain
An Ocean Apart - Entrepreneurial and Technological
Innovation**

• *Dr. Pedro Nueno*, Professor at IESE Graduate School of Management in Spain. Consultant.

6:00 pm

**Meeting with Jim Aisner, Director of Media Relations,
Harvard Business School**

7:30 pm

RECEPTION DINNER, HARVARD FACULTY CLUB

**TUESDAY
MAY 13**

8:00 am
BREAKFAST, REAL COLEGIO COMPLUTENSE

8:30 am - 10:00 am
Managing in Two Markets: Bridging International Business Barriers Between the US and Spain
• *Michael W. Liikala*, Counselor for Commercial Affairs, American Embassy in Spain.

10:15 am - 10:45 am
MORNING COFFEE

10:45 am - 12:15 pm
Conflict Resolution: Managing Cross-Cultural Relations, Mediation and Negotiation Skills. Decision-Making Strategies in the US and Spain
• *Dr. Edgar Schein*, Professor at M.I.T., Sloan School of Business and Consultant.

12:30 pm - 2:30 pm
LUNCHEON, THE INN AT HARVARD
• *Daniel Keane*, General Manager of New York City Branch, Bank of Santander.

2:30 pm - 4:30 pm
Creating Competitive Advantage Across Culture: Strategies for Success in Spain and in the US
• *Patricia Hayden*, President of Intercultural Consulting / Global Business Consulting.

4:00 pm - 4:30 pm
AFTERNOON COFFEE

4:30 pm - 5:30 pm
Workshop
• *Assumpta Aneas*, Dr. Professor. University of Barcelona.

7:00 pm
**NEW ENGLAND DINNER SPONSORED BY:
AMERICAN HOLDCO, INC.
FREIXENET**

**WEDNESDAY
MAY 14**

8:00 am
BREAKFAST, REAL COLEGIO COMPLUTENSE

9:00 am - 12:00 pm
Developing an Effective Public Relations Strategy in the US Market: Reviewing the Case of "Osborne" and "Freixenet". How to Handle the Press on Both Sides of the Atlantic
• *Janet Kafka*, Honorary Consul of Spain and Consultant.

12:30 pm - 2:30 pm
LUNCHEON, HARVARD FACULTY CLUB
• *Eva Bertran*, Executive Vice-President. Freixenet.
• *Enrique Iranzo*, General Consul of Spain in Boston.

2:30 pm - 4:00 pm
Transferring Power in a Family-Owned Business
• *Dr. Louis B. Barnes*, Professor at Harvard Business School and Consultant.

4:00 pm - 4:30 pm
AFTERNOON COFFEE

4:30 pm - 6:00 pm
Workshop
• *Olga Nuss*, Consultant specialized in Multicultural matters to various businesses.

MAIL TO:

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Business Manager

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Cambridge, MA 02138

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