

STAR

MANAGEMENT

WEEK 2017

SPEAKER EVENTS





# INTRODUCTION

## Rotterdam School of Management, Erasmus University (RSM)

The RSM is the faculty of the (International) Business Administration studies of the Erasmus University in Rotterdam. It is ranked as the **#1** Business School in the Netherlands (Elsevier, 2016), **#10** in Europe (Financial Times, 2016), and **#26** Worldwide (Bloomberg, 2016). The RSM offers: 1977 and is the largest and most internationally oriented study association in Europe. It entails:

- Both an International Business Administration Bachelor program (IBA) and a Dutch Bachelor program (Bedrijfskunde/BA);
- More than 3,450 bachelor students, of which over 900 are international;
- 15 high-ranked Master programs, with over 2,500 Master students.

## Study Association Rotterdam School of Management (STAR)

STAR is the study association for Bachelor and Master students of RSM. STAR was founded in 1977 and is the largest and most internationally oriented study association in Europe. It entails:

- More than 6,500 members, of which over 1,000 are international;
- 300 active members;
- 57 different committees.

## STAR Management Week

The STAR Management Week is THE yearly pinnacle of STAR and RSM.

- 26<sup>th</sup> of October until the 10<sup>th</sup> of November 2017;
- More than 1,000 participants and 65 activities;
- Over 50 participating companies;
- Keynote (inter)national speakers.

# SPEAKERS EVENTS

## OPENING CEREMONY - CHALLENGE ACCEPTED

***A way of raising awareness among students that success does not exist without challenges.***

The 31<sup>th</sup> STAR Management Week will begin with the spectacular Opening Ceremony on the 26<sup>th</sup> of October 2017. During this ceremony, various prominent speakers will inspire an audience of ambitious students. This year, we want to engage students and motivate them by dragging them into the real life experiences of the speakers. Inspiring national and international speakers will share their own 'Challenge Accepted' stories with ambitious students. Nothing is more inspiring than stories of people who accepted big challenges during their career. Speakers with real experience on the subject matter will talk about their own points of view and share their personal lessons learned. Therefore, we aim at giving students an informative experience, as students should know that even successful companies and people have known hard times in which futures were

## BUSINESS AND POLITICS SEMINAR

***An interactive setting in which students are informed about political affairs and how it affects daily business.***

Over the past year politics and society have undergone an enormous shift. This transition in the political climate also involves changes for the business environment. During this exciting seminar, inspiring speakers will discuss current subjects like the British exit, Trump's policy and gas extraction in Groningen. Hereby, it is all about the link between political affairs and the impact on companies. Key-note speakers with real experience on the subject matter will provide their own points of view and share their personal lessons learned.

To create a truly inspirational and memorable event, we would like you to be part of this seminar on the 30<sup>th</sup> of October 2017. In addition, there will be interaction between both speakers and the audience.



# SPEAKERS EVENTS

## 30 UNDER 30 SEMINAR

***Being a keynote speaker at this seminar gives you the opportunity to inspire students towards becoming young entrepreneurs themselves.***

The 30 under 30 Seminar is about the definitive search for the world's most inspiring young innovators, bright rising stars and the leaders of tomorrow who are transforming the world. This seminar gives young leaders who have already made an impact, or those who are just about to make it big, a stage to get in touch with students. Moreover, young professionals enable students to get inspired by their shared mission to change the world.

This event is a brand new addition to the STAR Management Week and will be held on the 7<sup>th</sup> of November 2017. Each speech will be accompanied by a Q&A session, during which students and speakers are given the opportunity to discuss opinions.

## CLOSING CEREMONY

***This closing of the STAR Management Week highlights the importance of corporate social responsibility and gives you the opportunity to transfer this awareness to future leaders.***

The Closing Ceremony will be the last speakers event of the STAR Management Week 2017. During this event, inspiring speakers will emphasize the interests of Corporate Social Responsibility. This year, the STAR Management Week wishes to highlight the importance of CSR to a greater extent. The impact of CSR is often underestimated, and therefore this ceremony is the perfect opportunity for you to highlight the importance of CSR and raise awareness among students. Moreover, we want to inspire the students by elaborating on how we integrated CSR into our events. The Closing Ceremony will be held on 10<sup>th</sup> of November 2017.



# SPEAKERS EVENTS

## HONORARY DISCUSSIONS

*An opportunity for students to debate about current issues with business people in a formal setting.*

The Honorary Discussions enable honorary guests to get in touch with talented and open-minded students of the Erasmus University Rotterdam. Discussing relevant topics and considering new perspectives will inspire ambitious students, and at the same time offer your company new insights regarding day-to-day management of your company. The Honorary Discussions is the most interactive academic event of the STAR Management Week, characterized by the discussions between honorary guests and students. The topics will be introduced by brief and inspirational speeches, after which the round table discussions will commence. The range of the topics that will be covered during this event is diverse, but always focused on trending business themes. Due to its success, the Honorary Discussions will be organized for the fifth time, this year on the 9<sup>th</sup> of November 2017. This constitutes a great opportunity for both honorary guests and approximately 80 students to share their opinions and ideas.

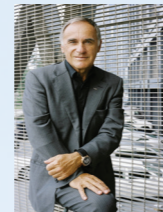
# INTERNATIONAL PAST KEYNOTE SPEAKERS



**B. BOUTROS-GHALI**  
Former Secretary-General  
United Nations



**M.L. MITTAL**  
Founder  
ISPAT International



**U. BEZ**  
Former CEO  
Aston Martin



**M. DELL**  
Founder & Chairman  
Dell Inc.



**M.E. PORTER**  
Professor  
Harvard University



**J. SHIPLEY**  
Former Prime Minister  
New-Zealand



**V. FOX QUESADA**  
Founder President  
United Mexican States



**J. NELSON**  
Photojournalist  
"Before they pass away"



**J. WELCH**  
Former CEO  
General Electric Co.



**S. BALLMER**  
Former CEO & Co-founder  
Microsoft



**C. BELLAMY**  
Former Executive Director  
UNICEF



**J. SACHS**  
Director of the Earth Institute  
Columbia University

# DUTCH PAST KEYNOTE SPEAKERS



**D. BENSCHOP**  
Former President Director  
Shell Netherlands



**J.C. KOENDERS**  
Former CEO  
BMW Group Netherlands



**J.H.H. DE MOL**  
Dutch Mediatycoon



**A. VAN GAAL**  
Founder  
AM Media



**R.F.M. LUBBERS**  
Former Prime Minister  
The Netherlands



**F. WEIJERS**  
Former Chairman  
Unilever BENELUX



**H. WIJERS**  
Founder CEO Akzo Nobel



**E. JINEK**  
Talkshow host and journalist



**J. NIJHUIS**  
CEO Schiphol Group



**J.H.M. HOMMEN**  
Chairman Supervisory  
Board Ahold



**P.H. DE LEEUW**  
Co-founder E.V.A.



**M. DEKKERS**  
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RSM Erasmus University

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RTL Broadcasting Group

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Distinguished Etiquette & Protocol  
Consultancy

**L. WESTERHOF**

Medal Winning Olympic Sailor

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