Executive Education

(All are, of course, components in integrated campaigns. Most EE campaigns include – direct mail hit internal list, purchased list hit, online advertising, print advertising, post card and/or letter follow-up, unique click follow-ups where related, personal contact, Web, and email, etc.)

Samples of Recent Email Blasts
2010 Programs at 2009 Pricing
Exercise 3000 pricing on our 2010 Programs when registered online by Friday, January 29, 2009. After offer code 00996.

About Us
The year 2009, organizations around the world have implemented Harvard Business Education into their growth strategies and business plans. Through open enrollment programs, Darden provides the opportunity for professionals to improve their knowledge and skills in business leadership, management, and strategy. As a result, leading organizations implement Darden custom programs to partner with us to design their own corporate universities. Darden learning means thinking differently and actively participating in finding solutions to key business challenges. See our full range of Open Enrollment Programs.

Darden is consistently ranked in the top three in Financial Times surveys. In 2009 Darden received the #1 ranking by Faculty and course design, position held for the past six years. www.darden.virginia.edu

Leadership for Extraordinary Performance

OVER 2,500 EXECUTIVES HAVE ATTENDED
Dedicated managers of all levels have benefited from the collaborative, interactive environment while meeting new peers with diverse perspectives and experiences and culminating in a sense of accomplishment and personal growth.

In this five-day program, participants have completed new skills in developing business cases, ethical decision-making, and organizational change and created a public statement of their personal leadership philosophy. Crime and terrorism, the economic crisis, and the environment are just some of the topics that have been covered.

This year's program runs March 22-26, 2009, and as the December 2008 course is now sold out, full refunds for this program and other learning opportunities are available online. To register, contact Rebecca Toney at 910-480-3000 or twenties@darden.virginia.edu.
Recent Advertising Examples

Virginia Business
½ page example

A New Day. A New Decade. A New Opportunity to
IMPROVE THE WAY YOU DO BUSINESS!

Upcoming Programs @ Darden

Social Media Marketing: Turning Customers Into Advocates
March 8–12, 2010

Financial Management for Non-Financial Managers
March 21–26, 2010

Catalyst: Becoming an Extraordinary Growth Leader
September 26–October 1, 2010

www.darden.virginia.edu/exed
877.882.3974 U.S./Canada • 434.924.3000 Worldwide
Darden_exec@virginia.edu

Training Magazine
2-page spread example
Selling Power
¾ page example

**ACTION. VISION. RESULTS.**
The Management Development Program
October 5–16, 2009

Come prepared to broaden your personal effectiveness and leadership capability to:
• Manage at the interface of key functions.
• Create a high-performance culture.
• Generate superior results.

#1 Faculty • #1 Course Design (FT, 2009)

www.darden.virginia.edu/exed
877.833.3974 U.S./Canada • 434.924.3000 Worldwide
Darden_Exed@Virginia.edu

ASTD online ad example – Trade Show related

FuturePharma Online banner example
(full FP campaign – online, print, lead generation return, editorial and white paper contributions)
EE Collective View

Postcard examples

![LEADING INNOVATION](image)

**Darden Executive Education**

**Programs Focused On:**
- Thought Leadership:
  - Leading Innovation: Thinking Like America’s Greatest Inventor
  - Making Clouds: The Business of Global Innovation
  - Innovation in the Digital Age: The New Digital Economy
  - Innovation in the Age of NPD:
    - Customer Innovation: Future of Innovation
    - Innovation in the Age of NPD:
      - The New Digital Economy
    - The New Digital Economy

**Level II Leaders**

- Innovate Like Edison

**Management Development Program**

**Driving Vision Action Results**

**The Executive Program**

**June 5-7, 2016**