

Pre-PIM Conference Workshop Agenda

Saturday 4 October 2025, Day Excursion

Time	Theme	Location
8:30 – approx. 21:30	Pre-PIM Day Excursion to Etyek	Meeting point: Mercure Corona Hotel (bus stop)

Sunday 5 October 2025, Welcome Dinner

Time	Theme	Location
17:00	Walking tour of Buda Castle	Meeting point: Szentháromság square (at the statue)
19:00	Welcome Dinner	Aranybástya Restaurant

Monday 6 October 2025, Pre-PIM Conference

Time	Theme	Location
8:30 – 09:00	Arrivals, Coffee & Group Photo	Corvinus Gellért Campus – K Tower Rooftop
09:00 - 09:30	Welcome and introduction <ul style="list-style-type: none">- Corvinus University of Budapest- The purpose of the workshop	Bruno van Pottelsberghe, Rector Corvinus University of Budapest Peter Feher, Director International Alliances, Corvinus University of Budapest; PIM Chair Europe, Middle East & Africa
09:30 - 09:50	Introduction <ul style="list-style-type: none">- Our agenda today and workshop purpose- The place of membership associations in internationalisation- Membership networks, activity mapping, mapping of internationalisation- Understanding PIM: Partnership in International Management	Nadine Burquel
09:50 - 10:40	Reflecting on PIM: The value for business schools; concrete achievements	All participants
10:40 - 11:00	<i>Coffee break</i>	K Tower Rooftop

11:00 - 11:45	Partnership in International Management: Shortcomings, gaps, challenges and addressing them	All participants
11:45 - 12:30	Be a PIM ambassador: Capturing the value and achievements	All participants
12:30 - 13:30	<i>Lunch</i>	Ground floor – K Tower
13:30 - 14:40	“The marketplace”: Designing new impactful flagship initiatives	All participants
14:40 - 15:00	<i>Coffee Break</i>	K Tower Rooftop
15:00 - 15:50	Pitching your impactful flagship initiative	All participants
15:50 - 16:00	Capturing workshop outcomes and next steps	Nadine Burquel; Peter Feher
16:00 – 17:00	Optional campus tour (inc. a short walk across the river)	Gellert and Main campuses
19:00 – 21:00	Dinner	Market 1897- Kitchen & Wine

Corvinus Gellért Campus Address: Budapest, Mátyóki út 9, 1118

Walking tour starting location: Budapest, Szentháromság tér, 1014

Welcome Dinner location: Budapest, Buda Castle, Csónak u. 1, 1015