

# Task Force Assignment



AALBORG UNIVERSITET

**Task Force Name: Opening conference**

**TF-StU 01**

**Task Force Members: TBD**

**Task Force website: <https://www.intranet.business.aau.dk/business-school-taskforces>**

## 50 WORD DESCRIPTION OF THE ACTION POINT

*This task concerns organizing the AAUBS opening conference on 1 September 2020.*

The organizing principle of the conference reflect that AAUBS is:

- part of the international community – high-level key notes will participate;
- inclusive regarding staff, students and external partners – student bodies and external collaborators will participate in preparing, executing and presenting at the conference alongside staff;
- important to the university's role in society – political representatives of society will participate alongside university management.

## EXPECTED OUTPUT

The conference will mark that AAUBS:

- conducts research, education and third mission activities at an international level;
- encourages a variety of interactions and engagements among researchers, students and external collaborators;
- works with PBL in a variety of different forms;
- engages proactively with industry and society.

## EXPECTED OUTCOME(S)

The conference will support AAUBS':

- position as an international business school among other international business schools;
- business school mindset among staff, students and external collaborators;
- relationship with political authorities of relevance to the future of the business school;
- close collaboration with the press and other mass media of relevance to the future of the business school;
- awareness of AAUBS among external collaborators and sources of funding.

## BACKGROUND OF THE ACTION POINT AND ITS CONTEXT

The conference is a strong manifestation of our:

- ambition and intent to establish ourselves in the field of international business schools;
- importance to the strategic aims at Aalborg University;
- relevance to industry and society.

## LINKS TO RELEVANT DOCUMENTS

- Assignment: <https://www.intranet.business.aau.dk/business-school-taskforces/start-up-activities/>
- Report template: <https://www.intranet.business.aau.dk/business-school-taskforces/>
- Pitch Power Point template: <https://www.intranet.business.aau.dk/business-school-taskforces/>
- Presentation Power Point template: <https://www.intranet.business.aau.dk/business-school-taskforces/>
- Further information: -

## DEADLINES

Initiation date: 01.01.2020

Preliminary Pitch to Department Council: week 9

Presentation to management group no later than: 14

Hand in date of report: five days before presentation to management group

## CONTACT PERSON

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