



# Learning by Doing

## The Power of Experiential Learning in Management Education

Lima, Peru | March 15-16, 2018

Co-hosted by:



The Global Business School Network in partnership with Universidad ESAN and El Consejo Latinoamericano de Escuela de Administración – CLADEA, will host the “Learning by Doing Summit”, an international experiential learning summit that will convene some of the world’s premier management educators from around the globe to explore ways to apply project-based learning pedagogy approaches to management education in the Latin America region.

Leading business school program directors and faculty from around the globe will convene at Universidad ESAN in Lima, Peru on March 15-16th, 2018 to participate in this engaging one and half day event to learn about innovative programs around the world and the requirements necessary to launch and execute their own experiential learning course.

### We invite you to join the Learning by Doing Summit as a Sponsor:

Sponsoring the GBSN Learning by Doing Summit in Peru affiliates your company with a dynamic, innovative event that draws the attention of leaders in global management education as well as in the Public and Private sectors. Your support also helps GBSN continue its important work ensuring the developing world has the management talent it needs to generate prosperity.

Opportunities	Benefits
<b>Signature Sponsor</b> \$10,000 <i>Limited to 1</i>	2 registrations Opportunity to name 1 scholarship for developing world faculty Opportunity to host a Welcome Reception An exhibit table at the summit Full-page advertisement in the conference program Featured logo on GBSN’s website, signage and summit promotional materials Opportunity to include promotional materials in summit bags
<b>Feature Sponsor</b> \$5,000 <i>Limited Availability</i>	2 registrations Opportunity to name 1 scholarship for developing world faculty An exhibit table at the summit Full-page advertisement in the conference program Featured Logo on conference materials, website and signage Opportunity to include promotional materials in conference bags
<b>Event Sponsor</b> \$2,500	1 registration An exhibit table at the summit Half-page advertisement in the conference program Featured Logo on conference materials, website and signage Opportunity to include promotional materials in conference bags
<b>Supporting Sponsor</b> \$1,000	Logo on conference materials, website and signage Opportunity to include promotional materials in conference bags

# The Global Business School Network

## Mission

The Global Business School Network's mission is to build management education capacity for the developing world. GBSN harnesses the power of a global network of leading business schools to facilitate collaboration and knowledge sharing, advancing management education that delivers international best practice with local relevance.

[www.gbsn.org](http://www.gbsn.org)

## Universidad ESAN

### Mission

The mission of Universidad ESAN is to offer a superior humanistic, scientific and business education that contributes to the integral development of the person, to the well-being of society and to the formation of responsible leaders and professionals; capable of responding to the demands of a globalized environment, and of actively participating in the creation of an equitable and just society within the framework of the principles of freedom and democracy. Likewise, it promotes and carries out activities that favor research aimed at consolidating spaces for the intellectual and artistic creation of the university community, as well as business management.

[www.ue.edu.pe](http://www.ue.edu.pe)

## El Consejo Latinoamericano de Escuela de Administración - CLADEA

The Latin American Council of Administration School - CLADEA is an international organization that brings together higher education institutions and international organizations dedicated to teaching and research in the field of administration.

Currently, CLADEA has more than 230 affiliated institutions - both private and public - from Latin America, North America, Europe and Oceania.

[www.cladea.net](http://www.cladea.net)

## Contact

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*"The reason that we partner with GBSN is because we share a common worldview. Most notably, we have the common goal of developing leaders who can apply international best practice with local relevance. We do this as a business, but we also do it as a philanthropy."*

- Michael Bzdak, Corporate Contributions,  
Johnson & Johnson