



ICSB
World Congress



ICSB WORLD CONGRESS
ONE DAY UNIVERSITY

WEDNESDAY, JULY 3, 2024

8 AM – 1:30 PM

DOUBLETREE BY HILTON BERLIN KU'DAMM



WELCOME TO THE ICSB ONE DAY UNIVERSITY

Welcome to the International Council for Small Business (ICSB) One Day University, an institution founded in 1955, deeply rooted in history and dedicated to advancing the field of Micro, Small, and Medium-sized Enterprises (MSMEs). This esteemed institution is a beacon of knowledge and innovation, providing a platform for the development and growth of MSMEs across the globe.

ICSB was founded to foster innovation, entrepreneurship, and sustainable economic growth by promoting MSMEs worldwide. Over the years, we have diligently worked to connect leading experts, professors, educators, policymakers, and business leaders to create a vibrant and dynamic community dedicated to advancing MSMEs.

The ICSB One Day University represents a dynamic and significant expansion of our portfolio of services, catering to the evolving needs of professionals in the business world. This innovative initiative brings together a diverse range of experts, including distinguished educators, professors, and pioneering researchers, who will deliver insightful and comprehensive knowledge in a condensed format.

Our goal with the ICSB One Day University is to facilitate a seamless connection between academia and practical application, providing a unique learning experience for business owners, consultants, and practitioners. By condensing each session to a precise 55-minute duration, we ensure that participants receive a concentrated dose of the most cutting-edge and relevant information.



At its core, the ICSB One Day University embodies our unwavering commitment to lifelong learning and the continuous improvement of business practices worldwide. By providing a direct conduit for knowledge transfer and fostering a culture of ongoing education, we aim to empower individuals to stay ahead of the curve, drive innovation, and thrive in today's rapidly changing business environment.


**WE INVITE YOU TO
EMBARK
ON THIS EXCITING
EDUCATIONAL
JOURNEY**

We invite you to embark on this exciting educational journey with us through the ICSB One Day University –**a gateway to a world of knowledge, collaboration, and growth.**

ICSB ONE DAY UNIVERSITY PROGRAM

8:00 AM – 9:15 AM Registrations and Network Breakfast

Start your day by registering for the event and enjoying a delightful network breakfast. Meet fellow participants, speakers, and experts in a relaxed and engaging atmosphere.

9:15 AM – NOON Parallel Sessions

Dive into the heart of our program with eight parallel sessions. These sessions will cover critical topics in separate rooms, allowing you to choose the ones that align with your interests and expertise. Engage in dynamic discussions and gain insights from renowned experts.

ICSB Knowledge Core #1 Using Artificial Intelligence in Starting Your Business (ENTREPRENEUR CHATGPT)

ICSB Knowledge Core #2 Social Media Integration in New Customer Recruitment

ICSB Knowledge Core #3 New Leadership Formats for Small Businesses

ICSB Knowledge Core #4 Building a Resilient Small Business Post-Pandemic

ICSB Knowledge Core #5 Financial Management Strategies for Sustainable Growth

ICSB Knowledge Core #6 Employee Engagement & Productivity in Small Businesses

ICSB Knowledge Core #7 Navigating Regulatory Compliance for Small Business

ICSB Knowledge Core #8 Effective Networking and Partnerships for Small Business Expansion

12:00 PM - 1:30 PM Power Networking Lunch

Fuel up for the afternoon with a Power Networking Lunch. Enjoy a satisfying meal while exploring booths filled with valuable resources and information. This is an excellent opportunity to make connections and discover new opportunities.

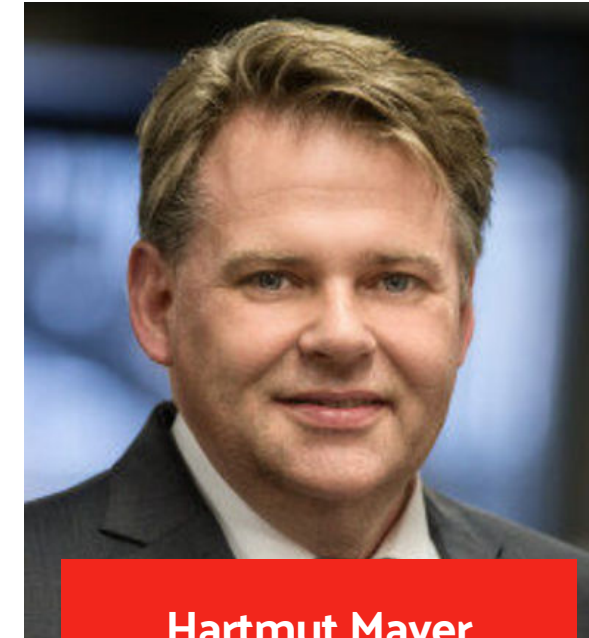
1:30 PM Event Conclusion

As the clock strikes 1:30 pm, we'll wrap up the ICSB Morning University. We hope you've had a productive and enriching experience filled with knowledge, networking, and inspiration.

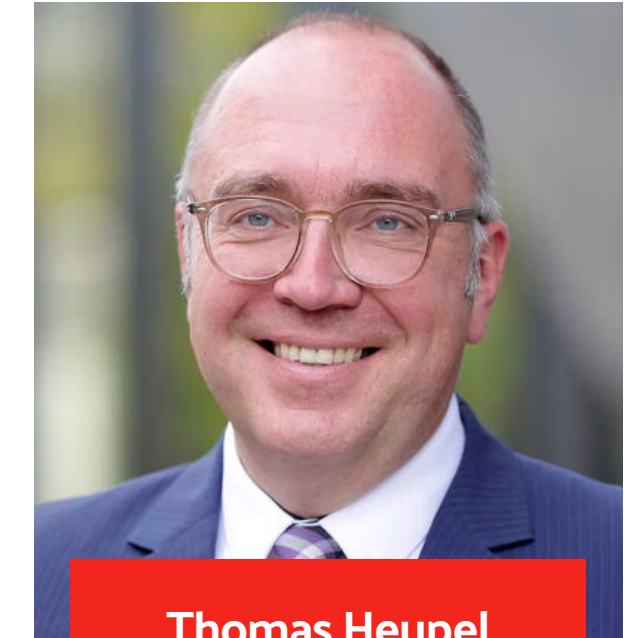
Thank you for being a part of this transformative event. We look forward to seeing you again in future ICSB endeavors!



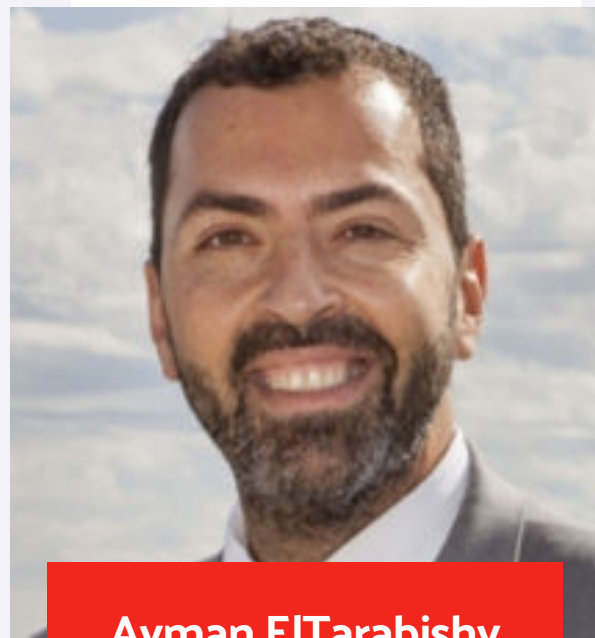
ICSB ONE DAY UNIVERSITY FACULTY



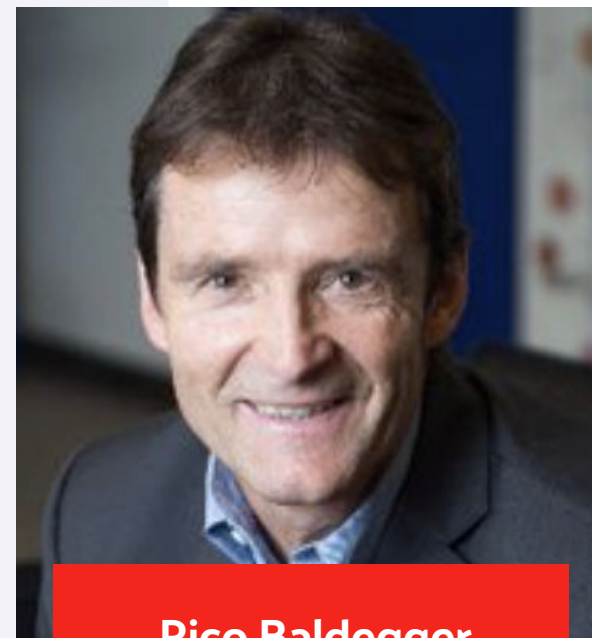
Hartmut Mayer
Congress Co-Chair and
Business Professor, FOM Germany



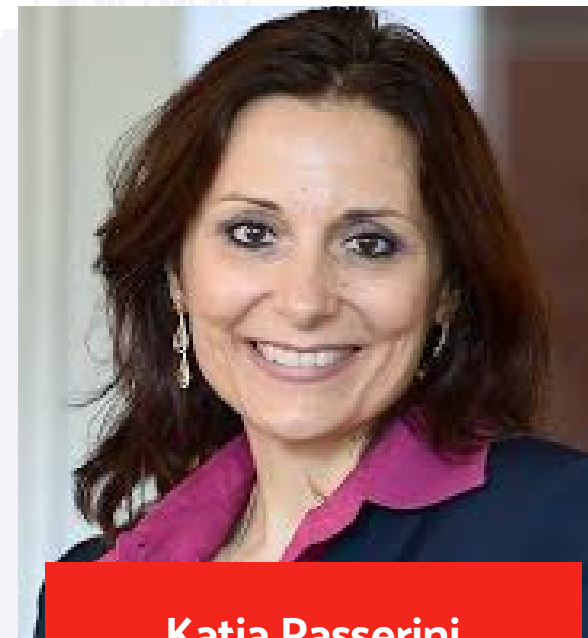
Thomas Heupel
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Ayman ElTarabishy
President & CEO, ICSB



Rico Baldegger
Dean & Professor at the School
of Management Fribourg



Katia Passerini
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Seton Hall University



Skye Blanks
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Immediate Past Chair, ICSB



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