



LEADERSHIP

ANNUAL Conference 2015

THIRD ANNUAL LEADERSHIP CONFERENCE

STEPS TOWARDS LEADERSHIP

19/09/2015

Conference Statement

The Third Annual Leadership Conference hosted by The Leadership Development Institute is scheduled for Saturday, September 19, in Al Akhawayn University's campus. This year's conference theme is "Steps Towards Leadership".

The main objectives of the conference:

- Promote a leadership hub for sharing theories and practices on leadership, having AUI and LDI as its pioneers
- Promote networking among AUI community, companies, government, third-sector actors, and international speakers and leaders
- Potentially enable a problem-resolution forum
- Implement and disseminate leadership skills and values and extend the outreach of our educational proposal and effectively impact communities around Morocco
- Bring added value to the institutions involved in the organization of the conference as well as its participants by ensuring high quality conference sessions and publications

The conference aims to attract over 100 people in public and private sectors, social organizations, social entrepreneurs, scholars, students, and community members. By creating a network of Moroccan professionals and future leaders the conference especially supports LDI's mission in developing, implementing and disseminating effective leadership development in Morocco.

Program of the Third Annual Leadership Conference offers lectures, panel's presentations, round table discussions, and workshops.

Al Akhawayn University

Al Akhawayn University in Ifrane is an independent, public, not-for-profit, coeducational, Moroccan university committed to educating future citizen-leaders of Morocco and the world through a globally oriented, English -language, liberal arts curriculum based on the American system. The university enhances Morocco and engages the world through leading-edge educational and research programs, including continuing and executive education,, upholds the highest academic and ethical standards, and promotes equity and social responsibility.

Founded in 1993 by Royal Dahir (decree), Al Akhawayn University in Ifrane opened its doors to students in January 1995. Based on the principles of diversity and an international outlook, the university's mission is driven by values of human solidarity and tolerance.. Al Akhawayn has modeled its administrative, pedagogical, and academic organization on the American university system, and English is the language of instruction. Still in its infancy, the university has already developed a national and international reputation for its unique identity and potential.



Leadership Development Institute

Mission

LDI is a co-curricular student leadership development program supporting existing courses with leadership skill building workshops, speaker-discussion events and student involvement in service to campus and community.

By adapting best practices from successful student leadership development programs to Moroccan culture, the LDI will develop, implement and disseminate effective leadership development in Morocco, MENA and other developing countries.

Vision

The Leadership Development Institute (LDI) at Al Akhawayn University in Ifrane, seeks to be a model student leadership development program for Morocco and the Middle East North Africa (MENA) region.

The LDI seeks to graduate students with the leadership skills and values needed to lead highly effective economic and social development programs.

The LDI seeks to be exemplary in all that it does. It seeks to develop and maintain high credibility and legitimacy, and high standards of performance in its programs and for its students, staff and faculty.

Conference Topic

Steps Towards Leadership

- Leadership in Business
- Women in leadership
- Models of Leadership

Agenda

Time	Activity
08:00-8:30	Check-in and networking
08:30-09:00	Welcome and opening remarks
09:15-10:30	Concurrent Sessions
10:30-11:00	Coffee break and networking
11:00-12:15	Concurrent Sessions
12:15-13:45	Lunch
14:00-15:15	Concurrent Sessions
15:15-16:00	Coffee break and networking
16:15-17:30	Concurrent Sessions
17:30-17:45	Conference closing: Concluding remarks

*Each block offers 2-3 breakout sessions.

** Lunch as well as coffee breaks are included in the conference fee

*** Each participant will receive a certificate

Speaker Profile



Abdelhakim Semmami

Hakim Semmami is the founder of the association “Jeunes Leaders Marocains”. He gave many TEDx talks such as “Success secrets”, “Knowledge is not power”, and “The 8 steps to achieve your dreams”. He was professor of marketing and communication in the school of management, ESCA as well as the country leader at Enactus SIFE Morocco. He is currently the president of the association “Jeunes Leaders Marocains” and the director of ESIG Rabat (Ecole Supérieure Internationale de Gestion).



ALC Speaker's Profile #01





ALC Speaker's Profile #02



Adnane Addioui

Country Leader Enactus Morocco, Co-founder and Chairman Moroccan Center for Innovation and Social Entrepreneurship. Pioneer in Social Entrepreneurship, Training and Coaching in MENA with a focus on System change. More than 5 years of social and commercial experience ranging from strategy, innovation and design, to delivery and implementation of programs and change. Adnane worked with some of the world's biggest organizations in non-profit and capacity building programs, and as an advisor to many national and international organizations involved in social development around the world including Ashoka and British Council, with a focus on youth and entrepreneurship ranging from small sized start-ups to large-scale transgovernmental entities. Mentor and development advisor for many small NGO's and civil society activists/leaders. He has launched and facilitated projects across the MENA and Europe in various fields such as Social Innovation in Education, Advocacy, Leadership, Political Analysis, Community development and organization, and youth empowerment. He is currently the country leader for Enactus Morocco.



Adnane Bennis

Adnane Bennis is the Co-founder and Managing Editor of Morocco World News (MWN) . Founder and president of Morocco's Youth Alliance (MYA).

ALC Speaker's Profile #03

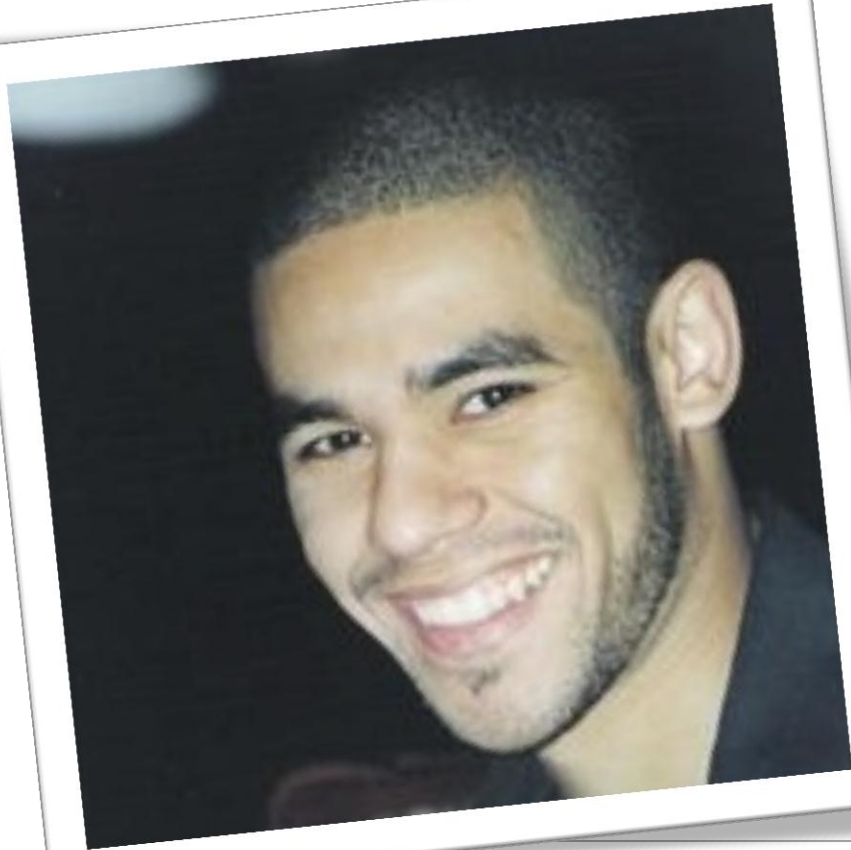


Fadoua Tahari

Fadoua TAHARI is a Chartered Public Accountant with an expertise on International Financial Reporting Standards. She is Director of Consolidation & Compliance at the Moroccan Group FinanceCom. She is preparing her Executive MBA thesis on Effective Leadership in Moroccan Culture.



ALC Speaker's Profile #04

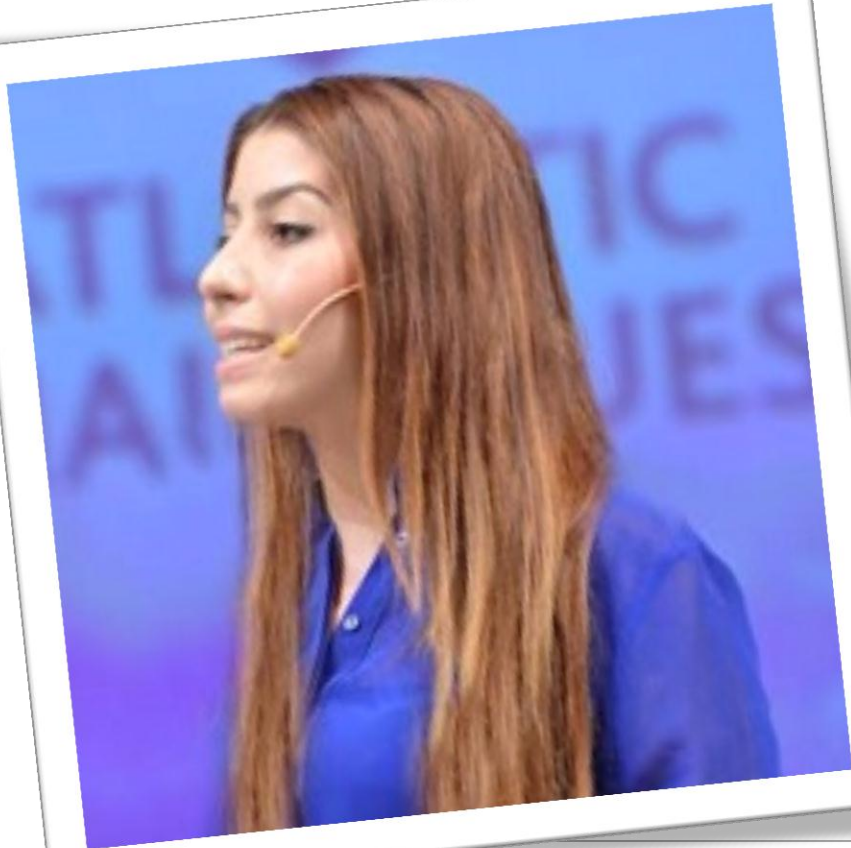


Hicham Zerhouni

Hicham is a 2015 New Leaders Council Fellow, the first Moroccan to be accepted to such a prestigious fellowship in the USA and Managing Principal of TransCultures. In 2006, he launched Argan Oils, a socially conscious cosmetics company that markets organic oil while supporting women cooperatives and preserving the endangered indigenous tree. He went on to work as a Global Media Analyst during the Arab Spring, where he provided subject matter expertise, cultural knowledge, and provided insights about the region. Since 2004, Hicham has been the founder and organizer of Chicago Arabic Language Culture and Civilization Club; a platform for Arab Americans and new Arab immigrants to start a dialogue about their future in Chicago. He speaks at conferences on many issues regarding leadership, diversity, political participation, cultural and language access issue. Hicham holds a BA in Political Science and a Master's Degree in Political Science with focus on International Relations.

ALC Speaker's Profile #05





ALC Speaker's Profile #06



Lamia Bazir

Lamia Bazir is currently working on the development of the second compact of the Millennium Challenge Corporation. Lamia was a fellow of the American Association of University Women in Washington DC., and a representative at the Economic and Social Council of the United Nations. Her experience includes political analysis for the Arab League, consultancy with Transparency International, and field research in Niger.

Prior to this, she earned an MA in International Affairs from Columbia University and an MA in International Development from Sciences Po Paris. She was also student valedictorian at Al Akhawayn University where she completed her undergraduate studies.

Most recently, she was selected among the 20 Hopes for her country by the organization TIZI, and one of the 35 Emerging Leaders of the Atlantic by the German Marshall Fund and OCP Policy Center. Lamia also won the United Nations' Award for Volunteering attributed by the UN and MBC group for her social venture "Empowering Women in the Atlas". She is also known for her inspirational speeches delivered at Al Akhawayn university, Stanford University, and the UN Youth Assembly.



ALC Speaker's Profile #07



Khalid Baddou

Khalid Baddou is the President of the Moroccan Association for Marketing and Communication since 2013. He started his career 14 years ago and was appointed in various positions in national and multinational companies.

This Al Akhawayn University alumnus had the opportunity to operate in regional and international environments: the Maghreb, Middle East and F Africa. He is currently Regional Director of Communication at Western Union for Africa.

In 2011, Khalid was one of the founders of the "Alliance des Indépendants", a Moroccan think tank dedicated to economic themes, of which he is currently Vice President.

He is also one of the founders of "Al Akhawayn Alumni Association", for which he was elected president between 2009 and 2012. The Association has witnessed during this period one of its most prestigious moments and gained credibility and influence internally and externally.

Khalid Baddou has participated in several workshops and conferences on the topics related to business management, Employment, Communications and Development.



ALC Speaker's Profile #08



Samir Bennis

Samir Bennis is a political analyst. He received a Ph.D. from the University of Provence in France. He also holds a Master's degree in political science from the University of Toulouse I, a Master's degree in Iberian studies from the University of Toulouse II, a Master's degree in diplomatic studies from Center for Diplomatic and Strategic Studies in Paris and a bachelor's degree in Spanish studies from the University of Fez.

He pursued a post-doctoral research at the Diplomatic School of Madrid. His areas of academic interest include relations between Morocco and Spain and between the Muslim world and the West, as well as the global politics of oil. He has published over 200 articles in Arabic, French, English and Spanish, and authored *Les Relations Politiques, Economiques et Culturelles Entre le Maroc et l'Espagne: 1956-2005*, which was published in French in 2008.

He also writes extensively on the issue of the Sahara, which constituted the focus of his PhD thesis.

On May 30, 2011, he launched, along with his brother Adnane Bennis, Morocco World News, which in less than six months has turned into the most visited media outlet about Morocco in English. His media appearances include Al Jazeera Arabic, Moroccan TV channel Al Oula, Moroccan TV channel 2M and Medi1 TV, as well as a number of radio stations. He is a political analyst with Moroccan TV channel Medi 1 TV.

He was also featured by the Moroccan daily newspaper Al Akhbar as one of the most influential Moroccans working within the United Nations community.

He has been a visiting scholar to a number of Moroccan universities, such as Casablanca's Hassan II University, Rabat's Mohammed VI University, Meknes' Moulay Ismail University, Fes' Sidi Mohammed Ben Abdellah University, among others. He lives in New York.

He also lectured at Princeton University and Columbia University on the question of the Sahara. He was elected among "20 Young Moroccan Leaders" for 2014 by the Tarik Ibn Ziyad Initiative (TIZI Initiative).



Sara Zouak

During her business school training, Sarah Zouak was destined for a career in marketing. This is a result of a first professional experience in a large group when she became aware of her desire to commit to social causes and thus give real meaning to her professional life. Since February 2014 Sarah Zouak initiated her own project called *Women Sense Tour in Muslim* countries that aims at getting together 25 Muslim women as actors of change and be with them for several months in order to (re) valorize the image society assigns them and support them in their projects. These Muslim women all act on a specific theme: the empowerment of women and girls!

ALC Speaker's Profile #09



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Registration and Payment

Student/ AUI Community : 200MAD

Regular Registration (01/08-17/09) : 500MAD

[REGISTER NOW](#)

Payment options

The wire transfer/ bank deposit and online payment are only open to non-AUI community participant. For AUI community, please choose "Payment with AUI Cash Wallet (only for AUI Students, Staff and Faculty)"

Ifrane (overview, places to visit)

Ifrane is one of the most beautiful places in Morocco, residing on the Atlas Mountain with a population of roughly 13,000 people. The current Moroccan king and his projects - like the university and huge new hotel - have had a large impact on the town. However, it cannot be considered a large town. The majority of the population are farmers, shepherders, etc, and therefore live outside of the town borders.

Places to visit:

Al Akhawayn University. Normally the campus is closed to non-students, but there are occasional events that allow visitors to see the campus. You can also request special permission from the faculty.

Centre-ville. The newer part of the city. Here, you can find the center for tourism, the iconic Lion. Statue that many tourists like to take pictures next to, the lake and park, and a number of restaurants, cafes, and convenience stores.

Marché. The marché or souq, open every day, is where the locals buy their supplies. Anything from books and electronics to meat and fruit can be bought here. There are also many restaurants of varying quality and price.

Source Vitel. A series of waterfalls, some of which are found inside the forests of Ifrane, others which you should take a taxi to. None are particularly impressive, but all are pretty.



Hotel Information

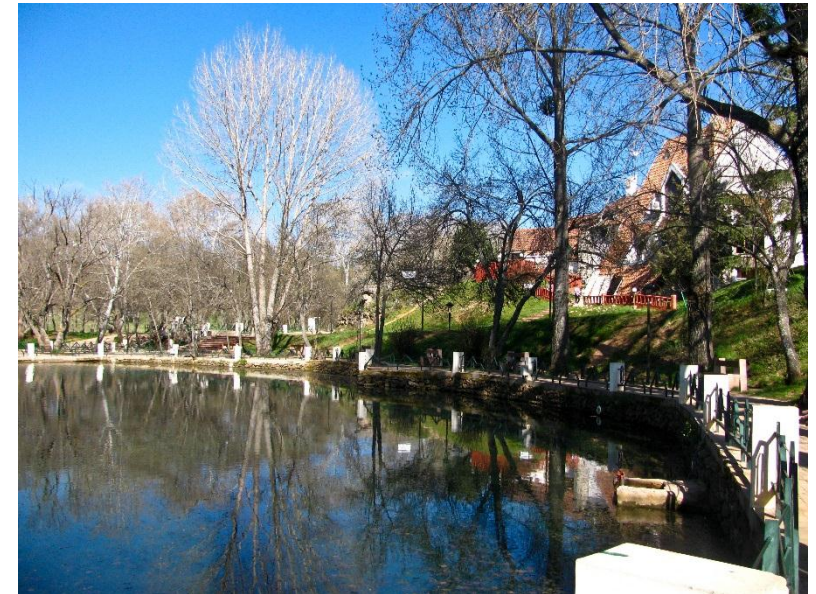
Michilifen Suites & Spa <http://www.michlifeniifrane.com/>

Farah Inn Hotel & Resort <http://www.farahinnhotel.com/>

Grand Hotel Ifrane + 212 53 556 75 31

Hôtel Le Chamonix + 212 53 556 60 28

Hôtel Les Tilleuls + 212 53 556 66 58



Frequent Asked Questions

- **Do I have to pay to attend?**

Yes. The conference fee is 500 MAD for externals and 200 MAD for students (student id card will be verified when check-in) and AUI Community.

- **What is included in conference fee?**

Conference fee contains all sessions, lectures and panels, lunch, 2 coffee breaks and certificate of attendance. Please note that conference fee does not include accommodation.

- **What is the dress code?**

Business/ Business Casual

- **How many sessions can I attend and how can I register for the session?**

All of the sessions are open for every participant, but due to room capacity the sessions are first come first serve.

- **Can I bring my family or friends with me to visit the AUI Campus?**

Yes, but please send us the names and national card number for each of the member of your family, as this is required by Campus Security.

- **I have missed the registration deadline. What can I do?**

There will be possibility to register at the day of the conference, as well as the door payment. To check the availability please contact: ldi@au.ma

Conference Contact Details

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