

ESB International Staff Days - Empowering Minds, Embracing Change



1–5 December 2025
Reutlingen, Germany



ESB International Staff Days – Empowering Minds, Embracing Change

Preliminary Programme

Version: 29.10.2025

This five-day programme promises an interesting mix of expert contributions, interactive sessions, excursions and social activities. We look forward to welcoming you on campus and hope that you will find your time here informative, inspiring and memorable.

Monday, 1 December Building 17, lower entrance, rooms U15-U18	
09:00 – 09:30	Registration
09:30 – 10:30	Welcome to ESB Business School and Introductions Marlene Ferencz, Vice-Dean, ESB Business School
10:30 – 11:00	Baden-Württemberg: The Innovation Hub Paul-David Bittner, Innovation and Economy Team Lead, Cyber Valley GmbH
11:00 – 11:30	Coffee Break
11:30 – 13:00	Campus Tour
13:00 – 14:00	Lunch
14:00 – 14:30	Transfer to Town
14:30 – 16:00	Guided City Walking Tour of Reutlingen
18:30	Informal Get-Together in the City Centre Gartentor (medieval gate tower)

Tuesday, 2 December Building 17, lower entrance, rooms U15-U18	
09:30 – 10:00	Keynote Arian Kozica Professor for Organisation and Leadership, ESB Business School
10:00 – 10:45	The Corporate Perspective: Empowering Leaders for the AI-Driven Shift Benjamin Hermann, Managing Director, Zoi TechCon GmbH
10:45 – 11:00	Coffee Break
11:00 – 12:15	Finding Your Focus and Owning your Attention Elizabeth Hofvenschiöld Professor for Strategic Management and Corporate Development, ESB Business School
12:15 – 13:15	Lunch
13:15 – 14:15	We Help You Grow Franziska Müller Project management 'We help. You grow!', ESB Business School
14:15 – 15:15	Interactive Group Session Carolien van der Hulst, Career Center, ESB Business School
15:15 – 15:45	Short Break
15:45 – 16:30	Transfer to Tübingen
16:30 – 18:00	ChocoIART 2025
18:00	Welcome Dinner in Tübingen Neckarmüller Tübingen, Gartenstraße 4, 72074 Tübingen

Wednesday, 3 December

Building 17, lower entrance, rooms U15-U18

09:30 – 11:00	Focus Groups: Topic 1 and 2 (Two parallel sessions) Topics will be chosen based on participants' stated interests at registration. (e.g. Innovation in Collaboration, COIL Learning and Teaching Formats, Student and Staff Mobility, AI in Teaching and Work Processes, International Student Recruitment, Quality Management)
11:00 – 11:15	Coffee Break
11:15 – 12:45	Focus Groups: Topic 3 and 4 (Two parallel sessions) Topics will be chosen based on participants' stated interests at registration (see above).
13:00 – 17:00	International Campus Day with food festival and the opportunity to interact with the ESB community and to arrange individual meetings

Thursday, 4 December

08:00 – 09:30	Company Visit: Transfer to Alfred Kärcher GmbH & Co. KG Meeting point in front of Hotel Württemberger Hof, Reutlingen city centre
09:30 – 13:30	International Career Opportunities for Students @Kärcher and How Future Trends Shape Job Profiles of Tomorrow Rüdiger Bechstein, Executive Vice President Corporate Human Resources Guided Factory Tour with Lunch Wolfgang Zernickel and Melanie Wiens
13:45 – 14:15	Transfer to Esslingen
14:15 – 17:45	Free Time to Visit Esslingen and it's Medieval Christmas Market
18:00 – 20:00	Visit to Kessler Sekt with Historical Wine Cellar Tour Georg-Christian-von-Kessler-Platz 12-16, 73728 Esslingen
20:15	Departure to Reutlingen

Friday, 5 December

09:00 – 12:00	Individual Meetings and Departure
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Speakers and Workshop Leaders



Marlene Ferencz

Vice-Dean, International Relations
Professor for Quantitative Methods
ESB Business School



Elizabeth Hofvenschiöld

Professor for Strategic Management and
Corporate Development
ESB Business School



Paul David Bittner

Head of Innovation & Economy
Cyber Valley



Franziska Müller

Project Management 'We help. You grow!'
ESB Business School



Arian Kozica

Professor for Organisation and Leadership
ESB Business School



Carolien van der Hulst

Career Center
ESB Business School



Benjamin Hermann

Managing Director,
Zoi TechCon GmbH



Rüdiger Bechstein

Executive Vice President Corporate
Human Resources
Alfred Kärcher SE & Co. KG

Register now!

www.esb-business-school.de/internationalstaffdays

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