

MDIIM THOUGHT LEADERSHIP EVENT



GOING BEYOND ACADEMIA BY BRINGING YOUR INSIGHT TO THE MEDIA SEMINAR FOR STUDENTS & RECENT GRADUATES



**THURSDAY, MAY 24 - 1:00 - 4:00 PM
ARMSTRONG BUILDING, ROOM 375**

With **André Spicer**, Professor of Organisational Behaviour
Cass Business School, City, University of London

Do you have career aspirations of being known as a management expert? Have you ever thought about how your research or expertise could impact government policy, organizational practice, or activism? Prof. André Spicer has become a notable management research figure – sometimes being called upon by major media outlets as an expert commentator, but more often through his own social media accounts and initiatives.

Management students and recent graduates are invited to an exclusive seminar led by Prof. Spicer. He'll provide insight on how to develop your niche, build your confidence as a subject matter expert, and utilize media channels to create impact.

André Spicer, is a Professor of Organisational Behaviour and the founding director of ETHOS: The Centre for Responsible Enterprise at Cass Business School, City, University of London. Prof. Spicer has become a regular figure in global media and is a frequent commentator in outlets including the Financial Times, CNN, BBC, CNBC, Channel Four, The Guardian, The Wall Street Journal, The Washington Post, The Times, Telegraph, Independent and many others. He has also published several books 'Contesting the Corporation' (Cambridge), 'Unmasking the Entrepreneur' (Edward Elgar), 'Understanding Organizations' (Sage), 'Metaphors We Lead By' (Routledge), 'The Wellness Syndrome' (Polity), and most recently 'Business Bullshit' (Routledge).