# National Student Leadership Conference
## Business & Entrepreneurship
### New York

Program Overview & Sample Daily Schedule

*While not every session is scheduled exactly the same, the following Program Overview & Sample Daily Schedule are designed to give you a better understanding of the activities in a typical session as well as the flow of a typical day.*

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 5</th>
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| - Registration  
- Campus Tours  
- Opening Ceremony  
- TA Group Orientation | - Lecture Series: Globalization and Trends  
- Social Media Lab  
- College Life Panel  
- Business Lab: Pricing Strategy  
- Management Team Meeting  
- Leadership Series: Commitment in Action  
- Product Pitch Simulation  
- Social |
| Day 2 | Day 6 |
| - AU College Credit Option  
- Leadership Challenge Course  
- Business Management Simulation Introduction  
- Lecture Series: Introduction to Business & Marketing  
- Management Team Meeting  
- Leadership Series: Personality Styles & Group Dynamics  
- Social | - AU College Credit Option  
- Lecture Series: Entrepreneurial Finance  
- Trip: Midtown New York City  
  - Times Square  
  - Rockefeller Center  
  - Top of the Rock  
- Management Team Meeting  
- Product Pitch Simulation  
- Leadership Series: Public Speaking  
- Social |
| Day 3 | Day 7 |
| - Trip: New York Financial District  
  - Federal Reserve Bank  
  - Wall Street Walking Tour  
  - 9/11 Memorial  
- Management Team Meeting  
- Leadership Series: Negotiation  
- Product Pitch Simulation  
- Business Lab: Marketing  
- Dyadic Encounter | - Guest Speaker: Starting Your Own Business  
- Leadership Series: Communication  
- Lecture Series: Creating a Business Plan  
- Management Team Meeting  
- Business Lab: Interviewing and Networking  
- Press Conference  
- Product Pitch Simulation  
- Social |
| Day 4 | Day 8 |
| - Guest Speaker: Corporate Strategy  
- Trip: Corporate Site Visit  
- Product Pitch Simulation  
- Leadership Series: Conflict Resolution  
- Management Team Meeting  
- Social | - Product Pitch Simulation  
- Business Lab: Resume Workshop  
- Leadership Series: Leadership Wrap-up  
- Product Pitch Presentations  
- Dance Social |
| Day 9 | Day 9 |
| | - Final Presentations  
- Closing Ceremony  
- Final TA Group Meeting |

Note: This is a sample schedule based upon last year’s program. While not all sessions are scheduled exactly the same, this is reflective of the activities that take place during the program.
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Sample Daily Schedule

Day 3

7:15am – 8:15am  Breakfast
8:30am  Board Bus
9:30am – 12:00pm  New York Financial District
  ▪ Federal Reserve Bank
  ▪ Wall Street Walking Tour
  ▪ 9/11 Memorial
  Professional Attire

12:15pm  Board Bus
1:00pm – 2:00pm  Lunch
2:15pm – 3:15pm  Management Team Meeting
  Neat Attire
3:30pm – 4:45pm  Leadership Series: Negotiation
  Neat Attire
5:15pm – 6:15pm  Product Pitch Simulation
  Neat Attire
6:30pm – 7:30pm  Dinner
7:45pm – 8:45pm  Business Lab: Marketing
  Casual Attire
9:15pm – 10:15pm  Ice Cream Social
  Casual Attire
10:30pm  Floor Check

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