

# 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.*

#### Program Overview

##### Day 1

- Registration
- Campus Tours
- Opening Ceremony
- TA Group Orientation

##### Day 2

- 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

##### Day 3

- 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

##### Day 4

- Guest Speaker: Corporate Strategy
- Trip: Corporate Site Visit
- Product Pitch Simulation
- Leadership Series: Conflict Resolution
- Management Team Meeting
- Social

##### Day 5

- 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 6

- 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 7

- 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 8

- Product Pitch Simulation
- Business Lab: Resume Workshop
- Leadership Series: Leadership Wrap-up
- Product Pitch Presentations
- Dance Social

##### 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

<b>7:15am – 8:15am</b>	<b>Breakfast</b>
<b>8:30am</b>	<b>Board Bus</b>
<b>9:30am – 12:00pm</b>	<b>New York Financial District</b> <ul style="list-style-type: none"><li>▪ <b>Federal Reserve Bank</b></li><li>▪ <b>Wall Street Walking Tour</b></li><li>▪ <b>9/11 Memorial</b></li></ul> <i>Professional Attire</i>
<b>12:15pm</b>	<b>Board Bus</b>
<b>1:00pm – 2:00pm</b>	<b>Lunch</b>
<b>2:15pm – 3:15pm</b>	<b>Management Team Meeting</b> <i>Neat Attire</i>
<b>3:30pm – 4:45pm</b>	<b>Leadership Series: Negotiation</b> <i>Neat Attire</i>
<b>5:15pm – 6:15pm</b>	<b>Product Pitch Simulation</b> <i>Neat Attire</i>
<b>6:30pm – 7:30pm</b>	<b>Dinner</b>
<b>7:45pm – 8:45pm</b>	<b>Business Lab: Marketing</b> <i>Casual Attire</i>
<b>9:15pm – 10:15pm</b>	<b>Ice Cream Social</b> <i>Casual Attire</i>
<b>10:30pm</b>	<b>Floor Check</b>

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