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
- Client Management Simulation Introduction
- Lecture Series: Introduction to Sports Management
- Client Management Team Meeting
- Leadership Series: Personality Styles & Group Dynamics
- Social

Day 3
- Client Management Simulation: Prospective Client Meetings
- Leadership Series: Public Speaking
- Trip: MetLife Stadium
- Guest Speaker: Business Law
- Lecture Series: Sports Marketing
- Dyadic Encounter

Day 4
- Client Management Simulation: Press Conference Preparation
- Leadership Series: Conflict Resolution
- Guest Speaker: The Role of the Agent
- Lecture Series: Corporate Sponsorships
- Trip: NY Yankees Game

Day 5
- Leadership Series: Resume Workshop
- Trip: Midtown New York City
  - Times Square
  - Rockefeller Center
  - Top of the Rock
- Social Media Lab
- Client Management Simulation: Client Meetings
- Leadership Series: Negotiation
- Social

Day 6
- AU College Credit Option
- Leadership Series: Communication
- Lecture Series: Sports Facilities and Finance
- Business Lab: Sports Marketing
- Guest Speaker: Sports Writing and Broadcasting
- Client Management Simulation: Client Meetings
- Social

Day 7
- Trip: Madison Square Garden
- College Life Panel
- Guest Speaker: Finding a Career in Sports
- Client Management Simulation: Press Conference
- Social

Day 8
- Trip: Radio City Music Hall
- Client Management Simulation: Presentations
- Ethics in Sports Management
- Leadership Series: Leadership Wrap-up
- 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.
National Student Leadership Conference  
Sports Management  
New York

Sample Daily Schedule

**Day 4**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15am – 8:45am</td>
<td>Breakfast</td>
</tr>
</tbody>
</table>
| 9:00am – 10:30am | Client Management Simulation  
*Press Conference Preparation*  
*Neat Attire* |
| 10:45am – 12:00pm | Leadership Series: Conflict Resolution  
*Neat Attire* |
| 12:15pm – 1:00pm | Lunch                                                                   |
| 1:15pm – 2:30pm | Guest Speaker: Finding a Career in Sports  
Ms. Jessica Berman  
Vice President, National Hockey League  
*Professional Attire* |
| 3:30pm – 4:45pm | Lecture Series: Corporate Sponsorships  
Mr. Michael Rizzo  
Assistant Professor, St. John’s University  
*Professional Attire* |
| 5:30pm         | Board Bus                                                               |
| 7:05pm         | New York Yankees Game  
*Casual Attire* |
| 10:00pm        | Board Bus                                                               |
| 10:30pm        | Floor Check                                                             |

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