

National Student Leadership Conference

Sports Management

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
- 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.

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Sample Daily Schedule

Day 4

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

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