National Student Leadership Conference
Business & Emerging Technologies
Chicago

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
- Lecture Series: What is a Digital Business?
- Digital Business Simulation Introduction
- Leadership Series: Personality Styles
- Social

Day 3
- Lecture Series: Cost Saving Technologies
- City of Tomorrow Simulation Introduction
- Digital Business Simulation Group Meeting
- Trip: Navy Pier
- Technology & Business Ethics Case Study
- Social

Day 4
- Lecture Series: Using Digital Data Gathering & Analytics to Drive Business
- Facility Visit: Amazon Fulfillment Center Tour
- Leadership Series: Communication
- City of Tomorrow Simulation Group Meeting
- Lab: Interviews & Resumes
- Social

Day 5
- Trip: McDonald’s Headquarters
- Lecture Series: Augmented Reality & Improving the Customer Experience
- Digital Business Simulation Group Meeting
- Leadership Series: Conflict Resolution
- Social

Day 6
- College Life Panel
- Leadership Series: Commitment in Action
- Lecture Series: The Business of Data Analytics
- Lab: Data Visualization and Tableau Public
- City of Tomorrow Simulation Group Meeting

Day 7
- Digital Business Simulation Group Meeting
- Trip: Magnificent Mile
- Leadership Series: Public Speaking
- Lecture Series: Digital Marketing
- Dyadic Encounter
- Social
- Technology & Business Ethics Case Study

Day 8
- Leadership Series: Leadership Wrap-up
- Lecture Series: Cloud Computing & Business Applications
- Digital Business Simulation Final Presentations
- City of Tomorrow Simulation Expo
- 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.
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15am – 8:45am</td>
<td>Breakfast</td>
</tr>
<tr>
<td>9:00am – 10:00am</td>
<td>Lecture Series: Using Digital Data Gathering &amp; Analytics to Drive Business</td>
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<tr>
<td>10:15am</td>
<td>Board Bus</td>
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<tr>
<td>10:45am – 1:30pm</td>
<td>Facility Visit: Amazon Fulfillment Center</td>
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<tr>
<td>1:30pm</td>
<td>Lunch on Bus</td>
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<tr>
<td>3:00pm – 4:30pm</td>
<td>City of Tomorrow Simulation Group Meeting</td>
</tr>
<tr>
<td>4:45pm – 6:00pm</td>
<td>Leadership Session: Communication</td>
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<tr>
<td>6:15pm – 7:15pm</td>
<td>Dinner</td>
</tr>
<tr>
<td>7:30pm – 8:30pm</td>
<td>Interviews &amp; Resumes Lab</td>
</tr>
<tr>
<td>8:45pm – 10:15pm</td>
<td>Cupcake Social</td>
</tr>
<tr>
<td>10:30pm</td>
<td>Floor Check</td>
</tr>
</tbody>
</table>

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