



TENTATIVE AGENDA



PRESENTED BY:

**WELLS
FARGO**

THURGOOD MARSHALL COLLEGE FUND

17th **LEADERSHIP**
INSTITUTE

17TH ANNUAL LEADERSHIP INSTITUTE

TENTATIVE AGENDA

FRIDAY, OCTOBER 20, 2017

10:00 am – 6:00 pm

Conference Registration

4:00 pm – until

Hotel Check-in

6:00 pm – 7:30 pm

Opening Plenary
Presented By: Wells Fargo

7:30 pm – 8:30 pm

Special Receptions
(Invitation Only)

7:30 pm – 8:30 pm

Opening Reception
Hosted By: Kelloggs

SATURDAY, OCTOBER 21, 2017

7:00 am – 5:00 pm

Conference Registration

7:30 am – 8:30 am

Breakfast On Your Own
Courtesy of: McDonald's

8:00 am – 8:00 pm

Digital Lounge

8:00 am – 8:00 pm

Student Interviews
(By Appointment Only)

MORNING FOCUS: FINANCIAL LITERACY

8:30 am – 10:00 am

Morning Plenary
Presented By: Wells Fargo

Money Management for Millennials

In a recent survey published by George Washington University, only 8% of millennials demonstrated what researchers call a high level of knowledge about personal finances. In this session, students will learn the fundamental principles of financial management to help them maximize their income. Session leaders will provide practical advice for modern money management including how to use technology to help get you on the right track.

10:15 am – 11:30 am

Morning Simulations
(Concurrent Sessions)

AFTERNOON FOCUS: CAREER READINESS

12:00 pm – 1:30 pm

Luncheon Plenary
Presented By: Walmart

“Rookie of the Year”

You've just been hired, now what? You already know making a good first impression on the job is critical, but what does this really mean? Plenary leaders will define corporate culture, then discuss its influence on employee behaviors and the actions taken to get things done within a company. Things like communication style, meeting dynamics, and project management are all influenced by a company's culture. Knowing what to look for and how to pick up on cues to increase job effectiveness will help emerging leaders get off to a good start on day one.

1:45 pm – 3:00 pm

Afternoon Simulations
(Concurrent Sessions)

3:15 pm – 4:45 pm

Power Networking

During this interactive event, students will use the information they learned in the afternoon simulations. Companies will have additional access to top students, and students will have the opportunity for one-to-one interaction with recruiters and other company representatives.

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5:00 pm - 6:30 pm

Branding Sessions

During these 90-minute interactive sessions, partners will meet exclusively with small groups of students to present opportunities, discuss skills they desire in future hires, and explain how to navigate their hiring processes.

SUNDAY, OCTOBER 22, 2017

6:15 am - 7:15 am

Wake Up & Workout
Sponsored By: U.S. Marines

7:00 am - 5:00 pm

Conference Registration

7:30 am - 8:30 am

Breakfast On Your Own
Courtesy of: McDonald's

8:00 am - 8:00 pm

Digital Lounge

8:00 am - 8:00 pm

Student Interviews
(By Appointment Only)

MORNING FOCUS: INNOVATION

8:30 am - 10:00 am

Morning Plenary
Presented by:
U.S. Department of Defense

“How to Think” - Evaluating Big Ideas

Coming up with a big idea is a surefire way to get recognized at work. At the same time, you don't want to offer up a half-baked idea before conducting some basic evaluation of its promise. In this session, students will learn the importance of grounding their creativity in a disciplined thought framework to help them evaluate whether their big ideas can be developed into projects worth investment.

10:15 am - 11:30 am

Morning Simulations
(Concurrent Sessions)

AFTERNOON FOCUS: INNOVATION

12:00 pm - 2:00 pm

Afternoon Plenary
Presented By: John Deere

“The Cost of Innovation”

Companies are aggressively employing innovation strategies that do more than tweak how we engage with their product categories. These companies are turning business as usual on its head. While we often hear of the big wins experienced by these companies, we rarely discuss the cost of innovation. In this session, students will learn about cost/benefit analysis: the hard and soft costs that must be considered, and the stages of evaluation that take place well before a product makes it to market.

2:15 pm - 3:30 pm

Afternoon Simulations
(Concurrent Sessions)

GENDER BASED SESSIONS

4:00 pm - 6:00 pm

Sister to Sister

Life and work for women executives is more complicated than ever before. Do you play to win or play “not to lose?” In this interactive session, students will hear from leading entrepreneurs and executives who have the “inside track” on how women leaders succeed and why.

4:00 pm - 6:00 pm

Brother to Brother

Making the transition from college to career is no game, although the politics and positioning can make it seem like one. In this session, students will hear from leaders who are at the pinnacle of their careers, and learn that while being a man in the workplace is hardly a game, one must prepare, perform and produce to succeed.

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EVENING FOCUS: CAREER READINESS

6:30 pm - 7:45 pm

Evening Plenary
Presented By: The Hershey Company

The Brand Called You: Building a Personal Brand Worth Hiring

In an age of 24/7 media and information, creating a meaningful and distinct personal point of difference has never been more critical. We live in a generation of brands. Anyone can create a website, Facebook image, online portfolio, LinkedIn, blog, etc. Understanding what will make you stand out, how to articulate your value, and where to build your brand presence is the focus of this session. Becoming relentlessly focused on developing and honing skills that add or create value will ensure emerging leaders have the tools to distinguish themselves from their competition.

MONDAY, OCTOBER 23, 2017

7:00 am - 1:00 pm

Conference Registration

7:30 am - 9:00 am

Exhibitor Move-In

8:00 am - 3:00 pm

Digital Lounge

8:00 am - 4:00 pm

Student Interviews
(By Appointment Only)

MORNING FOCUS: TBD

8:30 am - 10:00 am

Morning Breakfast Plenary
Presented By: Koch Industries

10:00 am - 1:00 pm

RECRUITMENT FAIR

AFTERNOON FOCUS: LEADERSHIP

1:15 pm - 2:30 pm

Closing Luncheon Plenary
Presented By: U.S. Marines

“Accountability”

Accountability is the acknowledgement and assumption of responsibility for actions, decisions, and outcomes. Accountability not only speaks to ownership but motivation, and ultimately leadership. In this session, emerging leaders will learn the importance of this competency, what it looks like in action, and how it can make the difference in being defined as a good employee or a great one.

2:45 pm - 3:45 pm

Special Interest Sessions

30TH ANNIVERSARY AWARDS GALA

5:00 pm - 8:00 pm

Guest Check-in

5:00 pm - 6:30 pm

Cocktail Reception

7:00 pm - 9:30 pm

Gala Program & Dinner

9:30 pm - 12:00 am

Student Farewell Social

TUESDAY, OCTOBER 24, 2017

12:00 pm

Hotel Check-out



tmcf.org

WASHINGTON, DC

901 F Street NW, Suite 300
Washington, DC 20004
P: 202.507.4851
F: 202.652.2934

HOUSTON

1770 Saint James Place, Suite 414
Houston, TX 77056
P: 202.507.4851
F: 480.287.9632