



# TENTATIVE AGENDA



PRESENTED BY:

**WELLS  
FARGO**

THURGOOD MARSHALL COLLEGE FUND

**17<sup>th</sup> LEADERSHIP  
INSTITUTE**

# TENTATIVE AGENDA

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## 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
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#### 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)
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### AFTERNOON FOCUS: CAREER READINESS

12:00 pm - 1:30 pm	Luncheon Plenary Presented By: Walmart
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#### “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)
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3:15 pm - 4:45 pm	Power Networking
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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.

5:00 pm - 6:30 pm	Branding Sessions
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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.

# TENTATIVE AGENDA

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## 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 Bar  
Courtesy of: Kellogg's

Make your morning GR-R-REAT by joining Kellogg's for breakfast on Sunday, October 22 any time between 7:30-8:30am! Come discover all that your cereal can be - with an explosion of toppings and cereal inspirations. From raspberries to coffee and other delectable treats, we guarantee you will think twice about your average bowl of yummy deliciousness!

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

Entertainment icons have coined the phrase “SECURE THE BAG” to describe the act of obtaining an advantage and/or getting and keeping something of value. In this interactive session, industry executives will discuss how young leaders can apply the expression in the context of professional development. Emerging leaders will learn key principles they can follow to secure a firm foundation as they embark on careers.

4:00 pm - 6:00 pm

Brother to Brother

SECURING THE BAG! takes on a whole new meaning when you're a young man aspiring to be a leader at work, at home, and in the community. In this interactive session, experienced executives will provide insights on how emerging leaders can secure their positions and foster success in the workplace and beyond.

# TENTATIVE AGENDA

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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

Does moving up mean you have to pull someone else down? Or, should you selflessly sacrifice for the sake of others? In this session, we'll explore how Principled Entrepreneurs get ahead by helping others along the way. You are invited to join in on the conversation as we discuss how successful entrepreneurs—in and out of business—foster a mindset of mutual benefit, constantly looking for opportunities where they can create value for others as a way to find success for themselves. This mindset can not only help young professionals stand out on the job, but can help us all find meaning throughout our lives while improving our communities and society at large.

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**

4:30 pm - 8:00 pm

Student Check-in

4:30 pm - 6:30 pm

Cocktail Reception

5:00 pm - 6:30 pm

VIP Reception (Invitation Only)

5:00 pm - 8:00 pm

Guest Check-in

5:00 pm - 6:30 pm

VIP Reception (Invitation Only)

6:30 pm

Ballroom Doors Open

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](http://tmcf.org)

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