



**Wharton Club Leadership Conference  
February 9-10, 2017**

**Thursday, February 9**

- 11:30 am- 1:30 pm: Presidents' Lunch**  
**Vance Hall, 3<sup>rd</sup> Floor, Large Conference Room**  
Lunch reserved exclusively for club presidents. This working lunch will include a strategic planning session and discussion moderated by [Carolyn Rammel](#), an independent strategy consultant. More details to follow.
- 2:00 pm- 5:00 pm: Drop-in "Office Hours"**  
**Vance Hall, 3<sup>rd</sup> Floor, Large Conference Room**  
Hear from different departments across Wharton and Penn on how they want to engage with alumni clubs, opportunities for collaboration, and how you can support their initiatives. Stay for the whole series or just drop by for certain topics!
- 2:00 pm: Wharton Lifelong Learning, Jane Simons and Liz Santilli
  - 2:30 pm: Penn Alumni Interview Program and Undergraduate Admissions, Patrick Bredehoft and Beth Downing
  - 3:00 pm: Break
  - 3:15 pm: Wharton Executive Education, Steve Miller and Maria Minniti
  - 3:45 pm: Wharton MBA Career Management and Penn Undergraduate Career Services, Cara Costello and Barb Hewitt
  - 4:15 pm: Wharton MBA Admissions, Shannon Connelly
- 5:00 pm- 7:00 pm: Welcome Cocktails and Speed Networking**  
**Jon M. Huntsman Hall, 8<sup>th</sup> Floor**  
Get to know your fellow alumni volunteers in this speed networking exercise. Don't forget your business cards!
- 7:00 pm: Dinner on your own (optional)**

**Friday, February 10**

**\*All sessions will take place in Jon M. Huntsman Hall, Classroom 245 unless noted**

- 8:30 am- 9:00 am: Breakfast and Club Shout-outs**
- 9:00 am- 9:30 am: Welcome Remarks**
- Rose Laden, Director, Alumni Relations, Engagement & Programming
  - Sam Lundquist, Vice Dean, External Affairs

- 9:30 am- 10:30 am: Motivating and Developing your Volunteers for the Long-term**  
**Introduction: Sarah Ryan, Europe, Middle East, and Africa Staff Liaison**  
Your club volunteers bring a wealth of knowledge and experience to your club, along with diverse expectations about what they hope to achieve through their involvement. We will discuss best practices to help you and your volunteers make intentional choices to create a longer, more meaningful volunteer experience. We will share insights and discuss best practices to keep these volunteers motivated and involved.
- 10:45 am- 11:45 am: NationBuilder Tracks**  
**Introduction: Online Engagement Team**  
Choose from one of two sessions based on your level of familiarity with NationBuilder:
- New and interested users: Learn about NationBuilder, the School's platform for club website management. This session is for club leaders who are new to NationBuilder, and will provide an overview of the platform's features and functionality.
  - Current NationBuilder users: Join this session for a preview of upcoming features, an overview of NationBuilder's advanced strategic toolset, and share your feedback on our new club platform.
- 12:00 pm- 1:30 pm: Working Lunch: Student-Alumni Engagement**  
**Jon M. Huntsman Hall, 8<sup>th</sup> floor**  
The 2016 POP (Pub Outside of Penn) Captains will share a brief overview of the program and highlights from the summer. A select group of POP City Captains and Alumni Fellows will then join us for lunch. Here's your chance to ask current MBA student leaders from your regions how they want to engage with alumni clubs and what would motivate them to join and/or volunteer after graduation.
- Pre-Work:** *Think about what information you want to glean from these students during your lunch conversations.*
- How do you want to engage with students?
  - What benefits does the student-alumni connection provide your club?
  - What is expected of students who engage with your club (e.g. join, lead, participate, promote)?
  - How can your club network, programs, and initiatives better support students and recent graduates?
  - What do you want students to know about your club's work?
  - What are you doing to transition students to your club?
- 1:30 pm- 2:45 pm: Hearts Learning Lab with Professor Maurice Schweitzer**  
**Introduction: TBD**  
Led by Maurice Schweitzer, Cecilia Yen Koo Professor, Professor of Operations, Information and Decisions, Hearts is an interactive two-party negotiation exercise, conducted on a smartphone or tablet. The exercise involves a buyer and a seller and is designed to illustrate fundamental concepts about



negotiations: the bargaining zone, the importance of first offers, concession patterns, and the importance of exchanging information. More information about Wharton's Learning Lab can be found [here](#).

- 3:00 pm- 4:00 pm:**      **Wharton CLUBx Talks: Innovations in Club Leadership**  
**Introduction: Kelly Lauersen, Associate Director, Global Clubs**  
Hear from your fellow club leaders on their most innovative ideas- delivered through Ted-style talks. Interested in presenting? Apply [here](#)!
- 4:00 pm- 4:20 pm:**      **Dean's Remarks**
- Geoffrey Garrett, Dean, The Wharton School, Reliance Professor of Management and Private Enterprise
- 4:20 pm- 5:20 pm:**      **Un-Conferencing/Summary of the Day and Closing Remarks**
- 5:30 pm- 6:30 pm:**      **Cocktail Reception**  
**Jon M. Huntsman Hall, 8<sup>th</sup> floor**