

# MAKE THE

# CONNECTION

## 2012 - 2013 Student Conference Schedule

**NOV03** | 2012

### Innovating Social Change Conference

"PROFIT AND PURPOSE: A 360 - DEGREE VIEW ON STAKEHOLDER ENGAGEMENT"

For the past 12 years, Kellogg's Innovating Social Change Conference has fostered critical conversations at the intersection of management and social responsibility. The 2012 Conference, "Profit and Purpose: A 360° View on Stakeholder Engagement," will feature visionaries who are reshaping the way the world views and values social impact, innovators who are leveraging the potential of business to bring about social change, and leaders who are inspiring the development of new models and new talent to fuel the movement. Through thought-provoking insight and engaging dialogue, this conference will challenge and inspire attendees to discover their unique potential to lead the next generation of social impact.

**NOV07** | 2012

### Real Estate Conference

"SEARCHING FOR YIELD IN OPPORTUNISTIC TIMES"

The 2012 Real Estate Conference, "Searching for Yield in Opportunistic Times," will focus on the renewed optimism of the capital markets, the collaboration and trust building required to sustain it, and non-traditional opportunities that may have been previously overlooked but now present stable, robust returns. The conference will be structured around panels of experts who will offer their analysis of current industry trends.

The conference series is proudly supported by:



McKinsey & Company

**NOV10** | 2012

### Black Management Association Conference

"EMPOWERING YOU TO MAKE LASTING IMPACT"

The Black Management Association Conference, now in its 26th year, is the school's oldest student conference. The 2012 Conference, "Empowering You to Make Lasting Impact," will focus on the intersection of finance, marketing and community, and will include thoughtful conversations led by business leaders to define how to achieve enduring success in today's business environment.

**NOV16-17** | 2012

### Business of Healthcare Conference

"TRANSFORMATIONS IN HEALTHCARE"

The 2012 Business of Healthcare Conference, "Transformations in Healthcare," will focus on the state of healthcare and its future. Professionals, academics and students will explore how healthcare organizations can improve patient care, develop new products, and slow the rising growth in healthcare costs in the face of an evolving political and regulatory landscape.

**JAN25-26** | 2013

### Marketing Conference

"THE NEW GOLDEN AGE: INFORMED, ENGAGED & ON-THE-GO"

The 2013 Marketing Conference, "The New Golden Age: Informed, Engaged & On-the-Go," will embrace the many opportunities available to marketers today and highlight the increasingly important roles for brands, products and services that help consumers navigate complexity. Keynotes and panels will help marketers explore ways to drive their businesses from making a big impact without spending big to forging relationships with customer and consumers via new channels. With two full days of programming, the 2013 conference promises to once again be one of the country's premier events for marketers.

**FEB13**<sup>2013</sup>

## Energy Conference

**"NEW ENERGY → NEW CHALLENGES"**

The first Kellogg Energy Conference, "New Energy → New Challenges," will focus on energy as the crossroads between industries. The 2013 conference will highlight challenges the industry is facing with emerging sources of energy. A diverse range of panelists will offer expert analysis on strategies and solutions that could shape the future of the sector. Attendees will gain valuable insights and walk away with actionable understanding of the outlook of the sector.

**FEB20**<sup>2013</sup>

## Private Equity and Venture Capital Conference

**"EVOLUTION: THE CONVERGENCE OF PRIVATE EQUITY, VENTURE CAPITAL, AND ENTREPRENEURSHIP"**

The 2013 Private Equity and Venture Capital Conference, "Evolution: The Convergence of Private Equity, Venture Capital, and Entrepreneurship," will highlight the ever-changing landscape of the alternative investment asset class. This year's conference will bring together investment professionals, limited partners, and entrepreneurs to discuss the challenges they face today and where the private equity and venture capital industries are heading in the future. Attendees will gain valuable industry insights and network with leading private equity and venture capital professionals.

**MAR02**<sup>2013</sup>

## Latin America Business Conference

**"INTRODUCING THE REAL LATIN AMERICA"**

The 2013 Latin America Business Conference, "Introducing the Real Latin America," will look beyond commonly accepted notions of what drives the region and invite participants to delve deeper into Latin America and its true identity. Conference attendees will gain a better understanding of the region by exploring Latin America's political landscape and its impact on business, the role of family business and the transformation of Latin American industries from an extractive model based on natural resources to a more service-driven model featuring multinational conglomerates.

NORTHWESTERN UNIVERSITY

**APR13**<sup>2013</sup>

## Sports Business Conference

**"MONEYBALL OFF THE FIELD: DRIVING STRATEGIC GROWTH IN SPORTS"**

The 2013 Sports Business Conference, "Moneyball off the Field: Driving Strategic Growth in Sports," will examine shifts in the sports business industry that are leading teams, leagues, and sports-related organizations to push beyond traditional approaches to more data-driven, analytical methods. Leaders from the professional and amateur sports worlds and the dynamic sports media industry will share their perspectives on this rapidly evolving industry.

**APR20**<sup>2013</sup>

## Africa Business Conference

**"AFRICA: INNOVATION IN AFRICA'S EMERGING INDUSTRIES"**

The 2013 Africa Business Conference will engage attendees in a discussion on how each of us can take steps to create a more equitable world. The conference will be a platform to further dialogue on the emerging opportunities to invest in the African middle class, the underdeveloped entrepreneurial landscape, the infant alternative energy sector and the evolving fashion and entertainment industry.

**APR27**<sup>2013</sup>

## Technology Conference

**"THE BUSINESS OF BREAKTHROUGHS"**

The 2013 Technology Conference, "The Business of Breakthroughs," will examine the business ecosystem of breakthroughs through a variety of perspectives and industries. Join us as we engage with entrepreneurs, investors, engineers, designers and other thought leaders across industries to ponder how the companies of today will compete in—or rather, define—the economy of tomorrow.

**MAY11**<sup>2013</sup>

## Greater China Business Conference

**"CHINA AT THE CROSSROADS"**

Join business leaders, alumni, and students as they gather to discuss relevant business topics facing Greater China. The 2013 Greater China Business Conference, "Investment to Consumption: Capturing China's Growing Middle Class," will concentrate on China's transformation from an export driven economy to a more balanced economy. With a middle class growing quickly in both volume and buying power, there are tremendous opportunities for Chinese and international companies to capitalize on this newly found wealth.