

EXCHANGE

Share ideas. Swap perspectives.
Trade contacts. Gain insights.

2013–14 KELLOGG STUDENT BUSINESS CONFERENCE SERIES

Join in the exchange of ideas, perspectives and expert knowledge. The Kellogg Student Conferences bring together top executives, talented students and leading academics to discuss the latest issues in business and beyond.

Organized by students, these conferences cover a wide range of industries and foster important conversations about the future of management. You'll share your insights and gain a new outlook — on business, leadership and what it takes to succeed in today's global economy.

INNOVATING SOCIAL CHANGE CONFERENCE

October 30, 2013

As our economy grows increasingly complex, so do the problems facing our planet. To address these issues, leaders must work across sectors to create shared value. This conference, themed **Harnessing Markets for Impact**, will explore strategies for connecting the next wave of business leaders with individuals who are creating social impact across enterprises.

BLACK MANAGEMENT ASSOCIATION CONFERENCE

November 9, 2013

Covering the topic of **Cultural Capital: Cross-Cultural Influence in the Global Marketplace**, this conference will explore the non-financial value of social assets. Panelists will discuss strategies for leveraging cultural capital sources to advance organizations and grow careers. Topics include leadership, workplace dynamics and the influence of pop culture on brands.

REAL ESTATE CONFERENCE

November 13, 2013

Focusing on **The Next Cycle: Capitalizing on New Trends**, this conference will explore the economic forces behind new marketplace trends, including the rebound of the commercial real estate market. Speakers and panelists will discuss the current investment environment, analyze industry trends and share insights on new opportunities.

BUSINESS OF HEALTHCARE CONFERENCE

November 16, 2013

Re-charting the Borders of Healthcare will explore how the Affordable Care Act and drive for growth are shifting the institutional, technological, physical, geographical and financial borders of healthcare. Sessions will examine the implications of changes in the payer, provider, pharma, med-device and investing sectors.

MARKETING CONFERENCE

January 24-25, 2014

This year's conference, **Reimagine, Redefine, Reinvent: The New Marketing Playbook**, will outline key steps marketers must take to stay relevant in these times. Keynotes and panels will explore changes in the marketing landscape, new challenges in the industry and the evolution of marketing skillsets. Topics include unlocking the power of micro-targeting through mobile, understanding the shift from campaigns to real-time marketing and the role of entrepreneurship in marketing innovation.

SPORTS BUSINESS CONFERENCE

February 22, 2014

For sports organizations, understanding the needs of fans has become increasingly important. To gain deeper customer insights, many organizations are employing new research techniques. This conference, themed **Fandom on the Field and Beyond: Harnessing Fan Engagement in Sports**, will explore these innovations, the importance of fan engagement and the broader application of new research methods.

ENERGY CONFERENCE

February 26, 2014

Themed **Dynamics of Smarter Energy**, this conference will explore how advancements in disruptive technologies are benefiting young companies and creating growth opportunities for traditional firms. Speakers will focus on the challenges and risks that come with the changing business environment and how industry leaders are approaching the future of energy.

AFRICA BUSINESS CONFERENCE

April 12, 2014

Focusing on **Navigating Africa: A Practical Guide to Doing Business on the Continent**, this conference will address the practicalities of investing and launching entrepreneurial ventures in Africa. Facilitated by thought leaders and entrepreneurial veterans, the conference will emphasize strategies for navigating this unique business climate and harnessing business and career opportunities. Topics covered include foreign direct investment prospects, leveraging technology and innovation, and the role of women in economic growth.

RETAIL & LUXURY GOODS CONFERENCE

April 16, 2014

This inaugural conference, themed **Transforming Retail: Innovating the Ways and Places to Reach Customers**, will focus on the ways in which retailers are adapting to reach customers in a rapidly changing environment. Speakers will explore how mobile, social and online touch-points are driving retailers to offer customers a more personalized shopping experience.

PRIVATE EQUITY VENTURE CAPITAL CONFERENCE

April 23, 2014

Covering **Challenges in Middle Market PE and Early Stage VC Investing**, this conference will focus on new challenges faced by today's middle-market private equity investors and early stage venture capital investors. Keynotes and panels will explore industries attracting investor attention, how investors are finding new opportunities, and new strategies for deal-making and sourcing.

GREATER CHINA BUSINESS CONFERENCE

May 10, 2014

Rising Chinese consumer demand is offering tremendous opportunities for Chinese and multinational businesses. In addition, the country's massive reserves are creating potential opportunities for Chinese enterprises poised to go global. Themed **China's Prosperity: The Future of Investment and Consumption**, this conference will explore what this means for Chinese enterprises, entrepreneurs and multinational companies.

Series sponsored by:

