### FRIDAY, MAY 3, 2019

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:30am-8:00pm</td>
<td>Check-in &amp; Walk-in Registration</td>
<td>Kellogg Global Hub</td>
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<td>9:00am-10:30am</td>
<td>Continental Breakfast</td>
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<td>Student Led Tour of the Global Hub</td>
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<td>Designing Your Life Workshop with Matthew Temple '93</td>
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<td>Creating A Differentiating Experience</td>
<td>James L. Allen Center 164, McCormick Auditorium (Capacity: 225)</td>
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<td>Persuasive Data Visualization</td>
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<td>Pragmatic Optimism in the Fight Against Poverty: Lessons From Behavioral Economics</td>
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<td>12:00pm-1:00pm</td>
<td>Thought Leadership Session 2</td>
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<td>James L. Allen Center (1979, 1974, 1969, Half-Century Club; Please note this special lunch session ends at 3pm.)</td>
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<td>1:45pm-2:30pm</td>
<td>Student Led Tour of the Global Hub (building tours are first-come, first-served with limited spots available)</td>
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<td>Creativity and Innovation in the 21st Century</td>
<td>James L. Allen Center 223, Rand McNally (Capacity: 70)</td>
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<td>High Performance Negotiation Skills</td>
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<td>Kellogg Global Hub 2420 (Capacity: 60)</td>
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**Thought Leadership Session 1**

**10:30am-11:30am**

- Creating A Differentiating Experience | Kevin McTigue
- The Right and Wrong Stuff: How Brilliant Careers Are Made (and Unmade) | Carter Cast
- If It’s Famous, It Must Be Good: How Social Influence Shapes Consumer Tastes | Greg Carpenter
- Persuasive Data Visualization | Steve Franconeri
- Pragmatic Optimism in the Fight Against Poverty: Lessons From Behavioral Economics | Dean Karlan
- Customer Loyalty: Strategy and Latest Developments | Tom O’Toole
- An Intro to Design Thinking | David Schonthal

**Thought Leadership Session 2**

**10:30am-11:30am**

- Highlighting the Importance of Leader Development Basics | Bernie Banks
- The All-or-Nothing Marriage: How the Best Marriages Work | Eli Finkel
- If It’s Famous, It Must Be Good: How Social Influence Shapes Consumer Tastes | Greg Carpenter
- Intentional Impact | Megan Kashner
- Emotionality in Language: Measurement, Theory Development and Findings | Derek Rucker
- Persuasive Data Visualization | Steve Franconeri

**12:00pm-1:00pm**

- Lunch

**1:45pm-2:30pm**

- Student Led Tour of the Global Hub (building tours are first-come, first-served with limited spots available)

**2:30pm-4:30pm**

- Designing Your Life Workshop with Matthew Temple '93 (Session currently filled. To attend you must have registered for the Campus Events Package)
- Kellogg on Branding in a Hyper-Connected World | Alice Tybout, Tim Calkins, Julie Hennesy
- Creativity and Innovation in the 21st Century | Ben Jones
- Evolution of Corporate Governance | Carola Frydman
- The Evolving Healthcare Marketplace | Craig Garthwaite
- Income and Happiness | Luis Rayo
- High Performance Negotiation Skills | Leigh Thompson
- The All-or-Nothing Marriage: How the Best Marriages Work | Eli Finkel
- Demystifying Business School Rankings | Mike Mazzeo
3:30pm-5:00pm  
**Thought Leadership Session 4**

4:00pm-5:00pm

- **Entrepreneur Showcase**  
  Kellogg Global Hub 1420/1430, Galvin Conference Center

- **The Purpose Path: Connecting Your Soul with Your Role** | Nicholas Pearce  
  James L. Allen Center 164, McCormick Auditorium (Capacity: 225)

- **Mastering the Business Presentation** | Tim Calkins  
  James L. Allen Center 140, Brownfield (Capacity: 65)

- **Creativity and Innovation in the 21st Century** | Ben Jones  
  James L. Allen Center 223, Rand McNally (Capacity: 70)

- **The Evolving Healthcare Marketplace** | Craig Garthwaite  
  Kellogg Global Hub 1110 (Capacity: 70)

- **How Media Algorithms Control Your Life** | Rachel Davis Mersey  
  Kellogg Global Hub 1120 (Capacity: 70)

- **High Performance Negotiation Skills** | Leigh Thompson  
  Kellogg Global Hub 2430 (Capacity: 48)

- **Leading With Advanced Analytics and AI** | Eric Anderson  
  Kellogg Global Hub 1130 (Capacity: 70)

- **Taking Charge and Managing Your Ethical Career** | Maryam Kouchaki  
  Kellogg Global Hub 2410 (Capacity: 60)

- **Creating A Differentiating Experience** | Kevin McGtigue  
  Kellogg Global Hub 2420 (Capacity: 60)

- **The Evolving Marketplace of MBA Hiring & the Data Behind the Disruption** | Liza Kirkpatrick  
  Kellogg Global Hub 2130 (Capacity: 60)

5:00pm-6:00pm  
**Departmental Mixers**  
Kellogg Global Hub

5:00pm-8:00pm  
**Reunion Kick-Off Receptions**  
(Designated locations for each class)

5:30pm-8:00pm  
**Reunion Kick-Off Celebration (EMBA Program)**  
James L. Allen Center

Performances at 6:00pm & 9:00pm  
**Special K Performances**  
6:00pm performance is sold out

SATURDAY, MAY 4, 2019

8:30am-3:00pm  
**Check-in & Walk-in Registration**  
Kellogg Global Hub

9:00am-10:00am  
**Continental Breakfast**  
(Kindle Leadership Circle breakfast in Kotler Innovation Lab (special invitation only)

9:30am-11:15am  
**Leadership Storytelling Workshop with Ester Choy ’09**  
(Pre-registration required to attend)

9:30am-11:30am  
**Future Alumni Children’s Workshop**  
Designed for children ages 8-12  
(Pre-registration required to attend)

9:00am-11:00am  
**Income and Happiness** | Luis Rayo  
James L. Allen Center 164, McCormick Auditorium (Capacity: 225)

10:30am-4:00pm  
**Kellogg Story Share**  
Kellogg Global Hub, L080

11:30am-12:30pm  
**Keynote Session with Matthew Levatich ‘94 and Linda Darragh**  
Kellogg Global Hub, Gies Plaza

12:30pm  
**2019 Reunion Photo – All Classes**  
Kellogg Global Hub, Montag Vista

12:30pm-3:00pm  
**Kellogg Alumni Family Picnic**  
Reunion Tent, Lakefill North

12:30pm-3:00pm  
**Career Coaching Sessions**  
(All sessions are currently filled)

2:00pm-6:00pm  
**Student Club Mixers**  
Find more information via Reunion app

2:00pm-6:00pm  
**Student Club Mixers**

2:00pm-6:00pm  
**Student Club Mixers**

Saturday Night Class Parties

7:00pm-11:00pm  
15th-50th, Half-Century Club, E&W, EMBA Reunion Classes  
Field Museum, 1400 S Lake Shore Dr., Chicago

7:00pm-11:00pm  
10th Reunion – Class of 2009  
River Roast, 315 N LaSalle St., Chicago

7:00pm-11:00pm  
5th Reunion – Class of 2014  
Fulton Market Kitchen, 311 N. Sangamon St, Chicago

8:00pm-11:00pm  
1st Reunion – Class of 2018  
HUB 51, 51 W. Hubbard St, Chicago

ENGAGE THROUGHOUT REUNION WEEKEND

**Departmental & Student Club Mixers**

**SOCIALIZE AND NETWORK AT REUNION**

Meet current students, reconnect with fellow alumni and hear the latest updates from Kellogg departments and initiatives. Hosted by various Kellogg departments and student clubs, Reunion mixers offer an informal way to socialize, network and find out what’s new on campus. See locations and contact information in the Reunion app.

**Help Your Class Win the Reunion Cup Challenge**

To honor the Kellogg School’s tradition of Reunion giving, we invite you to join the Reunion Cup Challenge. The Reunion Cup is awarded to the class with the highest giving percentage. Join your classmates who have already made a gift in honor of Reunion 2019, and encourage classmates to join you in supporting Kellogg.

All Annual Fund gifts between September 1, 2018, and May 4, 2019, count toward the Reunion Cup Challenge.