



Wharton Seminar for Business Journalists: Madrid, Spain

June 23, 2010

The Wharton Seminars for Business Journalists is pleased to present a special one-day seminar for business reporters in Madrid, June 23, 2010, in conjunction with Wharton's Global Alumni Forum. This seminar will allow regional business journalists to improve their reporting skills and gain valuable insights from senior Wharton faculty members into current management practices. The event will take place at the Melia/Castilla Hotel, Madrid, Spain, the location of the Global Alumni Forum, to which all seminar participants are invited to register as media guests.

Agenda

- Date: Wednesday, June 23, 2010
- Location: Melia/Castilla Hotel
- Hidalgo Room
Calle Capitán Haya, 43
28020 – Madrid, Spain
- Schedule of Events:

Time	Activity
8:15 a.m. - 9:00 a.m.	Registration & Continental Breakfast: Hildalgo Room
9:00 a.m. - 10:15 a.m.	"The Crisis: Causes, Consequences and Policy Options" seminar by Prof. Mauro Guillen
10:15 a.m. - 10:30 a.m.	Refreshment break
10:30 a.m. - 11:15 a.m.	"The Crisis: Causes, Consequences and Policy Options" seminar continued
11:15 a.m. - 11:30 a.m.	Press Conference Registration/Refreshment Break
11:30 a.m. -12:30 p.m.	Wharton Press Conference with Dean Thomas Robertson
12:30 p.m. - 12:45 p.m.	Refreshment break
12:45 p.m. - 2:45 p.m.	"Negotiations Strategy" seminar by Prof. Richard Shell
2:45 p.m. - 3:45 p.m.	<ul style="list-style-type: none">• Closing Remarks & Certificate of Completion Ceremony• Lunch

For more information:

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