

**San Francisco Seminar: “Buzz, Engagement & Connectivity”
Wharton Professors Jonah Berger and Kevin Werbach
June 27, 2012**

The Wharton Seminars for Business Journalists is pleased to hold a free one-day session on “**Buzz, Engagement & Connectivity**” featuring [Wharton Assistant Professor of Marketing, Jonah Berger](#) and [Associate Professor of Legal Studies and Business Ethics, Kevin Werbach](#).

Through faculty lectures and dynamic discussion this Seminar will help business journalists improve their reporting skills and gain valuable insights into online behavior, customer engagement and “gamification.”

AGENDA

- Date: Wednesday, June 27, 2012
- Location: Wharton | *San Francisco*
2 Harrison Street (6th Floor)
San Francisco, CA 94105
- Schedule of Events:

Start	End	Activity
8:30 a.m.	9:00 a.m.	Registration & Continental Breakfast
9:00 a.m.	9:15 a.m.	Introductory Remarks
9:15 a.m.	10:15 a.m.	“The ‘Most E-Mailed’ List: Virality, Word-of-Mouth & Buzz” – Wharton Asst. Prof. Jonah Berger
10:15 a.m.	10:30 a.m.	Break
10:30 a.m.	11:45 a.m.	“The ‘Most E-Mailed’ List: Virality, Word-of-Mouth & Buzz” cont. – Wharton Asst. Prof. Jonah Berger
11:45 a.m.	1:00 p.m.	Lunch
1:00 p.m.	2:15 p.m.	“Gamification: How Games are Changing Business” – Wharton Assoc. Prof. Kevin Werbach
2:15 p.m.	2:30 p.m.	Break
2:30 p.m.	3:15 p.m.	“Gamification: How Games are Changing Business” – Wharton Assoc. Prof. Kevin Werbach
3:15 p.m.	3:30 p.m.	Certificate Ceremony & Closing Remarks

For more information:

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