

**Beijing Seminar
September 9, 2015**

The Wharton Seminars for Business Journalists is pleased to hold a one-day program featuring Wharton Dean Geoffrey Garrett; Prof. of Health Care Management and Economics, Daniel Polsky; Prof. of Legal Studies and Business Ethics, Diana Robertson; and Wharton Prof. of Marketing and Director, Penn Wharton China Center, Z. John Zhang in a Seminar which will allow journalists to improve their reporting skills and gain valuable insights through faculty lectures and dynamic discussion.

AGENDA

- Date: Wednesday, September 9, 2015
- Location: Penn Wharton China Center
World Financial Center West Building, 16F
No. 1 East Third Ring Middle Road
Chaoyang District, Beijing
- 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.	10:45 a.m.	“Building a Hospital System: The US Perspective” with Prof. Daniel Polsky
10:45 a.m.	11:00 a.m.	Refreshment Break
11:00 a.m.	12:30 p.m.	“The Unexpected Secret to Effective Strategic Decision Making” with Prof. Diana Robertson
12:30 p.m.	1:30 p.m.	Lunch
1:30 p.m.	2:30 p.m.	“Marketing and Selling in China” with Prof. Z John Zhang
2:30 p.m.	2:45 p.m.	Refreshment Break
2:45 p.m.	3:45 p.m.	“Geo-economics: The Road to Win-Win Big Power Relations” with Dean Geoffrey Garrett
3:45 p.m.	4:00 p.m.	Certificate Ceremony & Closing Remarks

For more information:

- Web: <http://journalists.wharton.upenn.edu/>
- Email: communications@wharton.upenn.edu
- Twitter: @WhartonSchoolPR
- US phone: 001 (1) 215-746-2826