



Wharton
UNIVERSITY of PENNSYLVANIA

WHARTON SEMINARS FOR BUSINESS JOURNALISTS

<http://journalists.wharton.upenn.edu>
(+1) 215. 898. 8036

THE WHARTON SEMINARS PROVIDE JOURNALISTS:

- exposure to leading business experts from the Wharton School
- better understanding of key business and economic issues
- opportunities to expand their knowledge through hands-on exercises
- fresh perspectives in a stimulating environment



GLOBAL SPONSORSHIP OPPORTUNITIES
2016 PROGRAMS

CORPORATE SPONSORSHIP

More than ever, business means big news for journalists around the world. At the same time, the relationship between business leaders and journalists is increasingly complex.

For more than four decades, the Wharton Seminars for Business Journalists have helped give journalists in print, broadcast, and electronic media a solid foundation of business and economic knowledge through courses in basic accounting, complex financial statements, Federal Reserve policy, macroeconomics, the stock market, management and global strategy. Classes are conducted by Wharton's world-class faculty in conjunction with selected presentations from leading industry executives. More than 2,000 journalists have participated.

We invite you to support the Wharton Seminars for Business Journalists at one of the suggested levels below:

SPONSORSHIP LEVELS

Sponsor (\$7,500)

At this level your organization will receive:

- Recognition in all seminar publications, including course materials, the sponsorship brochure, Philadelphia dinner program booklet and the Seminars' Web site.
- The option of submitting a quote relevant to business journalism from your company's spokesperson for use either on our Web site or in our literature.
- The chance to send two representatives to attend any two sessions, as well as the cocktail reception and Sponsors' Dinner. This is an excellent opportunity to network with journalists from top national and international news organizations.

Partner (\$15,000)

In addition to the benefits provided at the \$7,500 level, your organization will receive:

- The option of exclusively hosting a luncheon, dinner or cocktail party during one of the programs (on a first-come-first-serve basis).
- Recognition as members of the Wharton Partnership, which provides alliances with researchers, increased visibility on campus and a competitive recruiting edge.
- The option to designate monies to a sponsors' tuition fund for under-represented journalists groups or to national and international journalists who otherwise could not afford this educational experience.

We trust that you will find this a wonderful opportunity to enhance the understanding of journalists who will cover business and economics for years to come. We invite your participation and thank you for your consideration.

MESSAGE FROM THE DEAN



As the pace of business increases, quality journalism is more valuable than ever. The Wharton School has proudly hosted thousands of journalists through our Wharton Seminars for Business Journalists, enabling them to better communicate complex business issues to their audience.

In recent years we have dramatically increased the number of scholarships available to international journalists who could not otherwise attend. We hold Seminars on the West Coast and overseas to make the program even more accessible to journalists globally.

All of this activity supports the Wharton School's mission to engage with the world, and to share knowledge from academia to industry.

Most importantly, none of this is possible without the generous support of sponsors. We invite you to join us in our effort to grow the Wharton Seminars for Business Journalists. With your help we can make a lasting impact for journalists and the communities they serve.

A handwritten signature in black ink that reads "Geoff Garrett". The signature is fluid and cursive, with the first name "Geoff" and last name "Garrett" clearly legible.

Geoffrey Garrett

*Dean; Reliance Professor of Management and Private Enterprise;
Professor of Management
The Wharton School
University of Pennsylvania*



ABOUT THE WHARTON SCHOOL

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 94,000 graduates.

SEMINAR DATES

- October 9-12, 2016
The Wharton School
University of Pennsylvania
Philadelphia, PA
- March 3, 2016
New York, NY
- June, 2016
The Wharton School
San Francisco, CA

LEARN MORE ABOUT THE PROGRAM

<http://journalists.wharton.upenn.edu>

SESSION DESCRIPTIONS

The Economy and Stock Market

Jeremy Siegel, *Russell E. Palmer Professor of Finance*, explains the state of the economy by using up-to-the-minute financial indices and data.

Financial Statement Analysis

Brian Bushee, *Gilbert and Shelley Harrison Professor of Accounting*, offers insights into analyzing and dissecting actual financial statements, illustrating methods to extract relevant, but sometimes hard-to-find information.

Global Pension Challenges

Olivia Mitchell, *International Foundation of Employee Benefit Plans Professor, Professor of Business Economics and Public Policy, Professor of Insurance and Risk Management; Executive Director, Pension Research Council*, examines pension systems, retirement options and related global policy trends.

Leadership Strategy and Strategic Thinking

Michael Useem, *William and Jacalyn Egan Professor of Management; Director, Wharton Center for Leadership and Change Management*, discusses the role of leadership and its impact on corporate strategy.

New Business Opportunities in the 21st Century

Mauro Guillen, *Dr. Felix Zandman Professor of International Management, Director, the Lauder Institute*, looks at the global economy, demographic trends and the opportunities for growth in emerging markets.

The Future of the Federal Reserve

Peter Conti-Brown, *Assistant Professor of Legal Studies and Business Ethics*, analyzes central banking, financial regulation and public finance, with a particular focus on the US Federal Reserve.

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WHAT SPONSORS ARE SAYING...

"AbbVie is proud to support the Wharton Seminars for Business Journalists. This program provides journalists with access to leading business researchers, to help inform important news topics. Today's dynamic healthcare sector is just one example where this program can offer a foundation of information for those reporting on this important area of business."

Gulden Mesara, Vice-President Health and Commercial Communications, AbbVie

"In a global and fast-paced business environment, business journalists are expected to digest, analyze and report complex issues quickly and accurately. The Wharton Seminars for Business Journalists provide one of the nation's best programs to help prepare these professionals. As a healthcare company, Astellas is proud to support efforts that advance informed reporting of our industry."

Tarsis Lopez, Associate Director, External and Digital Communications, Astellas

FOR FURTHER INFORMATION ON BECOMING A SPONSOR

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SELECTED PAST PARTICIPANTS

Aamulehti (Finland)
ABC News
ABS-CBN (Philippines)
American Banker
Arkansas Democrat Gazette
Associated Press
Barron's
BBC
Berlingske (Denmark)
Bloomberg News
Business News Network (Canada)
BusinessWeek
Caijing Magazine (China)
CBC News (Canada)
CBS' "60 Minutes"
Chicago Tribune
China Radio International
Christian Science Monitor
Chronicle of Higher Education
CNBC
CNN
Dagens Naeringsliv (Norway)
Deadline Hollywood
Detroit Free Press
Dow Jones News Service
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La Repubblica (Italy)
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SKY Italia
Straits Times (Singapore)
Sueddeutsche Zeitung (Germany)
Ta Kung Pao Daily (Hong Kong)
Tencent (China)
TheStreet.com
TIME
Toronto Globe & Mail
USA Today
U.S. News & World Report
Vanity Fair
Vietnam News
Wall Street Journal
Washington Post
WYNC, New York Public Radio
Xinhua News Agency (China)

KEY TAKEAWAYS FOR JOURNALISTS

- Learn the fundamentals of how to understand and analyze basic accounting principles
- Discover how to dissect financial statements in greater depth to extract relevant data
- Understand the intricacies of the stock market and its impact on the world economy
- Gain an in-depth understanding of corporate strategy, including the role of leadership
- Assess the impact of globalization and technology on the world economy
- Interact with colleagues from some of the world's leading news organizations

WHAT JOURNALISTS ARE SAYING...

"I highly recommend anyone looking to boost his or her business IQ to attend."

Benjamin Snyder, Fortune

"I deepened my knowledge about corporation accounting, business innovation, and leadership, got bright insights from the excellent professors."

Wendy Yu, Sinovision

"I enjoyed the wide breadth of topics. The Seminars will help me bring my business reporting up more than a notch!"

Mike Snider, USA Today