



**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  
2017 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 event app, 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 help fund opportunities for under-represented journalist 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 funding 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.

**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 95,000 graduates.



## SEMINAR DATES

- March, 2017  
Washington, DC
- June, 2017  
TBA
- October 8-11, 2017  
The Wharton School  
University of Pennsylvania  
Philadelphia, PA

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.

# WHARTON SEMINARS FOR BUSINESS JOURNALISTS 2016 SPONSORS

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## Corporate Sponsors

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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

### Sponsor Contacts

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

## 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  
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Caijing Magazine (China)  
CBC News (Canada)  
CBS' "60 Minutes"  
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Sina Finance (China)  
SKY Italia  
Straits Times (Singapore)  
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...

*“The seminars were a thorough education into the world of finance and business. By the end, I was excited to get back to reporting and covering business.”*

**Jared S. Hopkins**, Bloomberg News

*“I had a wonderful, challenging experience, met some inspiring journalists and learned things that I can see being very directly applicable to my job.”*

**Molly Hensley-Clancy**, BuzzFeed

*“The Wharton Seminars for Business Journalists exposed me to a new, world-class level of understanding of the dynamics of the global economy. The sessions led by Wharton professors equipped me with more sophisticated knowledge that I can use in reporting business stories.”*

**Rex Remitio**, CNN Philippines