

WHARTON SEMINARS FOR BUSINESS JOURNALISTS

CELEBRATING

★ 50 ★

YEARS

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
2018 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.

Now celebrating its half-century mark, 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".

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 96,000 graduates.



SEMINAR DATES

- Spring 2018
Wharton | *San Francisco*
- June 13, 2018
New York, NY
- October 7-10, 2018
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.

Accounting

Jennifer Blouin, *Professor of Accounting*, explains the nuances of financial reporting and accounting from reading financial statements to determining a company's financial health to understanding the basics of business taxation.

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.

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SELECTED PAST PARTICIPANTS



ABC News
ABS-CBN (Philippines)
American Banker
Arkansas Democrat Gazette
Associated Press
Barron's
BBC
Berlingske (Denmark)
Bloomberg News
Business News Network (Canada)
BusinessWeek
BuzzFeed
Caijing Magazine (China)
CBC News (Canada)
CBS' "60 Minutes"
Chicago Tribune
China Business News
China Radio International
Christian Science Monitor
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Detroit Free Press
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East African Standard
Economic Times
Economist
Exame Magazine (Brazil)
Expansión (Spain)
Fast Company
Financial Times
Folha de S. Paulo (Brazil)
Forbes
Fortuna (Portugal)
Fortune
Fox News
Globe and Mail (Canada)
Ha'aretz (Israel)
Handelsblatt (Germany)
Huffington Post
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Kyodo News Service (Japan)
La Repubblica (Italy)
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Mint Newspaper (India)
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SKY Italia
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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 Wharton Seminars were a valuable opportunity to step out of the newsroom and into the classroom to gain a deeper understanding of the many issues I report on every day.”

Alan Rappeport, *New York Times*

“It’s an incredibly useful program that combines the knowledge of prominent academics with excellent questions from fellow journalists.”

Victoria Guida, *Politico*

“The greatest seminar I ever had. Profs. Bushee and Blouin were fascinating. Prof. Siegel gave us ‘unknown’ facts useful to all journalists.”

Ailin Zhou, *China Business News*



1968–1977

A financial reporter, a corporate executive and Donald T. Sheehan, the University of Pennsylvania's first Vice President of Public Relations, agree to offer a program to help journalists gain a better understanding of key business issues. The Society of American Business Writers and the National Press Foundation were key industry supporters.

1978–1987

Lawrence Klein, 1980 Nobel laureate in economics, presents his global economic assessment to Seminars participants.

1988–1997

By the Seminars' 25th anniversary in 1993 reporters are attending a "Strategic Management" computer simulation session, replicating real corporate R&D challenges. This type of experiential learning is still provided to Wharton students today.

1998–2007

A decade of firsts with the first one-day Seminar held at Wharton San Francisco (2003), the first international Seminar held in Hong Kong (2007) and the first funding support offered to reporters in collaboration with the South Asian Journalists Association (1999).

2008–2017

The Seminars continue to expand to new locations with timely topics including the first Seminar focused on Public Policy presented in Washington, DC (2012) and the first Seminar in mainland China offered as part of the Penn Wharton China Center's grand opening.

2018

The Seminars celebrate 50 years with nearly 3,000 past participants representing media outlets including China News, CNBC, *Economic Times* (India) and *The Economist*.