

WHARTON SEMINARS FOR BUSINESS JOURNALISTS



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2019 PROGRAMS

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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 over 50 years, 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.

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 the event app, the sponsorship brochure, Philadelphia dinner program booklet and the Seminars website.
- The option of submitting a quote relevant to business journalism from your company's spokesperson for use either on our website 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 during one of the programs where you can showcase your brand (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 potential for one of your executives to appear on SiriusXM Business Radio Powered by the Wharton School (Channel 132).

FOR FURTHER INFORMATION ON BECOMING A SPONSOR

Sponsor Contact

Wharton Media Relations

(+1) 215-898-8036 | communications@wharton.upenn.edu



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.

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 13,000 participants in executive education programs annually and a powerful alumni network of 98,000 graduates.

KEY TAKEAWAYS FOR 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
- Interact with colleagues from some of the world's leading news organizations

SEMINAR DATES

- March 28, 2019
Washington, D.C.
- June 2019
London
- October 13-16, 2019
Philadelphia, PA

LEARN MORE ABOUT THE PROGRAM

journalists.wharton.upenn.edu

SESSION TOPICS

The Economy and Stock Market

Understand the intricacies of the stock market with real-time indexes and data

Accounting

Learn the fundamentals of how to analyze financial statements and determine a company's financial health

Global Pension Challenges

Examine pension systems, retirement options and related global policy trends

Leadership Strategy and Strategic Thinking

Gain an in-depth understanding of corporate strategy and leadership

New Business Opportunities in the 21st Century

Analyze global economic and demographic trends and opportunities for growth in emerging markets

WHAT JOURNALISTS ARE SAYING...



“As a policy reporter, this is valuable knowledge that will help put in perspective how government decisions affect businesses.”

Lalita Clozel, *The Wall Street Journal*



“I had the rare and precious opportunity to learn not only from experts in the field of business and finance, but also from fellow journalists.”

Ryan Chua, *Bloomberg Hong Kong*



“The professors were so skilled at distilling complex accounting and financial concepts and making the content engaging and applicable.”

Stephanie Sy, *Yahoo! News*

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