

March 2023 Seminar
Wharton Professors Jonah Berger, Martine Haas and Christian Terwiesch on the Power of Words, the Future of Work and ChatGPT

March 21, 2023

Wharton Media Relations is pleased to hold a virtual, one-day edition of the [Wharton Seminars for Business Journalists](#) on Tuesday, March 21. The program will feature Wharton Profs. [Jonah Berger](#), [Martine Haas](#) and [Christian Terwiesch](#), who will present on “How to Increase Your Impact by Leveraging the Power of Magic Words,” “The Future of (Hybrid) Work” and “Work of Tomorrow: How Technology Will Change the Way We Work,” respectively.

Through faculty lectures and dynamic discussion, this Seminar will help business journalists improve their reporting skills and gain valuable insights into key issues impacting global business today.

AGENDA

All sessions will take place online and are listed in ET

Start	End	Activity
9:45 a.m.	10:00 a.m.	Welcome & Introductory Remarks
10:00 a.m.	11:15 a.m.	“How to Increase Your Impact by Leveraging the Power of Magic Words” – Wharton Prof. Jonah Berger
11:15 a.m.	11:30 a.m.	Break
11:30 a.m.	12:30 p.m.	“The Future of (Hybrid) Work” – Wharton Prof. Martine Haas
12:30 p.m.	1:30 p.m.	Lunch Break
1:30 p.m.	2:30 p.m.	“Work of Tomorrow: How Technology Will Change the Way We Work” – Wharton Prof. Christian Terwiesch
2:30 p.m.	2:45 p.m.	Break
2:45 p.m.	3:30 p.m.	Networking Hour

For more [Wharton Seminars for Business Journalists](#) information:

- Email: communications@wharton.upenn.edu
- Twitter: [@WhartonSchoolPR](https://twitter.com/WhartonSchoolPR)
- Contacts: Caroline Pennartz & Emily Hemming