






# Draft Program: 3- Day Career Immersion\*

July 7 - 9<sup>th</sup>

	Monday	Tuesday	Wednesday
	Taking Risks & Winning Consumers and Clients	Invest in Yourself	Making the Trade
9:00 AM	Opening Remarks Making the Most of Your Week	The Basics: Stocks, Credits, and Funds! Oh My! Business terminology and Concept primer	Site Visit/Focus Groups
9:30 AM			
10:00 AM	The Basics: A Portrait of an Industry Finance and Consulting Overview	The Basics: On Your Own Two Feet Personal finance workshop	
10:30 AM			
11:00 AM	Morning Tea	Morning Tea	Travel
11:30 AM			
12:00 PM	Go for it: Marketing v. Advertising What's the difference?	Go for it: You're Hired! Landing a job at a top firm	The next step: Navigating the Gap
12:30 PM			
1:00 PM	Sponsored Lunch Break	Sponsored Lunch Break	Sponsored Lunch Break
1:30 PM			
2:00 PM	Keynote Product Management and Consumer Marketing	The Basics: Public Speaking Workshop High pressure presentations	Go for it: Career and Grad School Fair
2:30 PM			
3:00 PM	Q&A: I Want to Work in Fashion A backstage look at the jobs behind the industry	Travel	
3:30 PM			
4:00 PM	Break		
4:30 PM	Q&A: I Just Met Steve Jobs...Now What? How to make the connection	Site Visit/Focus Groups	Packing and Check out
5:00 PM			
5:30 PM	Travel		
6:00 PM		Travel	
6:30 PM			
7:00 PM	Site Visit Keynote & Dinner		
7:30 PM			
8:00 PM			
8:30 PM	Travel		

-  Speakers, Panels, and Workshops
-  Check in/out & breaks
-  Lunch and Tea
-  Travel
-  Site Visit/Focus Groups

\* Schedule subject to change.