17TH ANNUAL LEAD WEEK CONFERENCE
Leadership, Entrepreneurship & Development

TRANSFORMATIONAL LEADERSHIP:
GLOBAL INVESTMENT, INNOVATION & IMPACT

Monday, February 13 – Friday, February 17, 2012

SCHEDULE OF EVENTS
All events will be held in Davage Auditorium unless otherwise noted.

MONDAY
LEAD Week Launch – Sustainable Organizational Practices:
Protecting Today for a Greener Tomorrow,
Cornelius Henderson Student Center Multipurpose Room, 12:00 Noon

Networking Reception – Building Ties that Bind, 7:00pm, Location TBD

TUESDAY
Marketing Panel – The Evolution of Social Marketing, 9:00am

Economic Development Forum– Maggie Anderson’s
The Empowerment Experiment & Book Signing, 1:00pm

WEDNESDAY
Finance Panel – Managing Your Finances:
How Personal Finances affect Professional Growth, 9:00am

Supply Chain Panel – Adding Value Through an
Integrated Supply Chain, 1:00pm

THURSDAY
Entrepreneurship Panel – Turning Your Passion into Profit, 9:00am

Sports & Entertainment Panel – Shifting Paradigms:
Redefining the Game, 1:00pm

FRIDAY
Women’s Leadership Breakfast – Navigating Your Career:
Positioning Yourself to Rock the Spotlight;
Cornelius Henderson Student Center Multipurpose Room 9:00am

Men In Business Luncheon – Standing Out: The Power of the Brand ME:
Cornelius Henderson Student Center Multipurpose Room 1:00pm

Red Carpet Gala – Omni Hotel, 100 CNN Center,
Atlanta, GA 30303, 6:30pm