

# Preparing for the Changing Business Landscape



**FRIDAY, FEBRUARY 23, 2018**  
GORE RECITAL HALL • 8 A.M. - 4:15P.M.

## PURPOSE

In the constantly evolving business environment, successful business professionals know how to spot critical trends, respond with agility and manage them actively. Join us for a fulfilling day of dynamic speakers and engaging workshops on emerging trends in various industries and their potential global impacts.

## KEYNOTE



**N. Scott Phillips, Esq.**  
Director, Mid-Atlantic Region  
MBDA Advanced Manufacturing  
Centre, Balitmore  
Former Director of IBM's  
federal small business program.

## BUILD YOUR TOOLKIT!

- Interactive keynote and panel discussions
- Workshops on economic trends and entrepreneurship
- Alumni and employer networking lunch
- Session on strengthening presentation & case competition skills

## REGISTER HERE!

ALL LERNER GRADUATE STUDENTS  
WELCOME!

## CONTACT

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**LERNER** MBA

# 2ND ANNUAL LERNER MBA STUDENT ASSOCIATION CONFERENCE

# Agenda

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## **8:00 a.m., Registration**

Light breakfast and mini networking event

## **9:00 a.m., Opening Remarks**

Conference Committee and Jack Baroudi, Senior Associate Dean, Lerner College

## **9:30 - 10:30 a.m., 1st Session, Identifying Critical Trends & Managing Change**

Panel discussion comprised of senior business professionals on how leading organizations identify critical trends in various industries, plan and strategize for change and how these changes will impact the future of these industries.

*Moderator- Kurt Norder, Professor, Lerner College*

## **10:45 - 11:00 a.m., Pre-Keynote Remarks**

Bruce Weber, Dean, Lerner College will share remarks and introduce the Keynote.

## **11:00 - 12:00 p.m., Keynote Address, N. Scott Phillip, Esq.**

- Director, Mid-Atlantic Region MBDA Advanced Manufacturing Center - Baltimore
- 25+ years as an attorney in private practice and former Director of IBM's federal small business program
- Entrepreneurial leader and advisor with a wide range of experience across government contracting, project management, financing and business development

## **12:00 - 1:00 p.m., Lunch**

Lunch with alumni and regional employers networking event

## **1:30 - 2:30 p.m., 2nd Session**

Two Simultaneous Workshops

- Key Economic Trends - Jeremy Tobacman, Professor, Lerner College
- Entrepreneurship Ideation Activity - Tony Middlebrooks, Professor, Horn Program

## **2:45 - 3:45 p.m., 3rd Session**

Two Simultaneous Sessions

- Panel discussion on Women In Business, comprised of industry professionals from the region  
*Moderator- Wendy Smith, Professor, Lerner College*
- Session on strengthening presentation and case competition skills by two time winners of the Carol M. Case Competition, Alex Brooks and Sarah Meadows

## **3:45 - 4:15 p.m., Closing Remarks**