Wharton Winter Welcome Weekend

We are thrilled that you are joining us for Winter Welcome! During your time with us, we will give you a thorough overview of life at Wharton – academics, careers, leadership and student life. The goals of Winter Welcome are threefold: 1) we want to set realistic and transparent expectations about life at Wharton, 2) we want you to begin building your Wharton network with your future classmates, and, 3) we want you to get a sense of University City and Center City [our Philadelphia]. Please feel free to ask us questions throughout your time with us. We want you to leave Wharton able to make an informed decision about where you want to spend the next two years.

WELCOME WEEKEND INFORMATION

Huntsman Hall (located at 3730 Walnut Street in University City) will be host to many of the weekend’s activities. Please enter Huntsman Hall from the Walnut Street entrance where you will be greeted by members of the Welcome Committee who will guide you to the Baker Forum. We will have a coat and bag check at the front door. The Baker Forum will hold your nametag and Cluster assignment (each Cluster will have a homeroom). Have some breakfast and fuel up for a big day. Once you arrive in your homeroom, find your name tent and take a seat and your water bottle (water coolers are located in each homeroom). Please use your water bottle as no plastic bottles will be used over the weekend.

Please wear your nametag as it will serve as your ticket to all events (and will aid in getting in and out of John M. Huntsman Hall, now referred to as JMHH).

Partners will be directed to the designated Partner’s room where they will be greeted by current partners and leaders of the Partner’s Club. Partners will operate under a separate partner’s agenda but will join their partner at various events throughout the visit.
DAY ONE AGENDA
Friday, January 29
Dress: Business Casual

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<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>8:00am – 8:45am</td>
<td>Registration Reception for Admits and Partners</td>
<td>Baker Forum</td>
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<td>Coffee and Breakfast</td>
<td>JMHH 1st Floor</td>
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<tr>
<td>9:00am – 9:45am</td>
<td>Introductions Round One</td>
<td>Homerooms</td>
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<td>Introductions will be facilitated by members of Wharton’s Welcome Committee. The Welcome Committee consists of forty first year students who will serve as your hosts for the weekend. These students were selected through a highly competitive process and are quite prepared to answer all of your questions. They have been instrumental in planning and implementing the Winter Welcome so get to know them! Profiles of the Welcome Committee can be found on the Welcome Website: <a href="http://mbawelcome.wharton.upenn.edu/welcome-events/welcome-committee/">http://mbawelcome.wharton.upenn.edu/welcome-events/welcome-committee/</a></td>
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<td>Come to Wharton prepared to introduce yourself to your Cluster (approximately 70 admitted students): name, undergraduate college, current work, what you might do following Wharton and a fun and unique fact about yourself.</td>
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<td>After you meet the admits in your Cluster, you will be escorted to the Annenberg Center of the Performing Arts where we will begin with an official welcome from the Welcome Committee and the Office of Admissions followed by a welcome from the Vice Dean of the MBA Program. Wharton is proud to be an academically rigorous and a quantitatively-focused institution so we will begin the day’s program with an academic overview with an emphasis on the academic philosophy at Wharton.</td>
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<td>10:00am – 10:45am</td>
<td>Welcome to Wharton</td>
<td>Annenberg Theater</td>
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<td>Welcome Committee and Maryellen Lamb, Deputy Vice Dean of MBA Admissions, Financial Aid and Career Management</td>
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<td>Academic Philosophy</td>
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<td>Howie Kaufold, Vice Dean of the MBA Program</td>
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<td>11:00am – 11:45am</td>
<td>Academic Overview</td>
<td>Prince Theatre</td>
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<td>Stephan Dieckmann, Deputy Vice Dean of Academic Affairs</td>
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<td><em>Clusters 3 &amp; 4 only</em></td>
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<td>Master Class</td>
<td>JMHH G06</td>
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<td>Patti Williams, Associate Professor of Marketing</td>
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<td><em>Clusters 1 &amp; 2 only</em></td>
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Professor Patti Williams' research examines ways consumers' emotional responses influence consumption and persuasion. Her current research projects focus on the persuasive effects of emotion; consumer responses to emotional and attitudinal ambivalence, emotion regulation, and implicit and explicit uses of consumer memory.

Professor Williams' research has been published in top-tier academic journals including the *Journal of Consumer Research*, the *Journal of Marketing Research* and the *Journal of Experimental Psychology: Applied*. She serves on the Editorial Review Boards for the *Journal of Consumer Psychology* and the *Journal of Marketing Research*, and is an Associate Editor at the *Journal of Consumer Research*.

She teaches the core MBA course Marketing 611: Marketing Planning course to full time and executive MBA students. Professor Williams earned her PhD and MBA from the University of California, Los Angeles and her AB from Stanford University.

**12:00pm – 12:45pm**

**Academic Overview**
Stephan Dieckmann, Deputy Vice Dean of Academic Affairs
*Clusters 1 & 2 only*

**Master Class**
Americus Reed, Professor of Marketing
*Clusters 1 & 2 only*

Professor Americus Reed is the Marketing Department's only "identity theorist," focusing his research on the role consumers' self concepts play in guiding buying decisions. He examines how social identity, social influence, values, attitudes and judgments interact in shaping purchase decisions and consumer behavior, but from a social psychology point of view.

Most recently, Professor Reed studied brand identity by examining the triggers that lead consumers to identify with and become loyal to a product, brand or logo. Other recent research looked at judgments that are linked to a person's identity are virtually immovable, or "sticky," providing new information for marketing managers about product loyalty.

Professor Reed's research has been published in top-tier academic journals including the *Journal of Consumer Research*, the *Journal of Marketing Research* and the *Journal of Personality and Social Psychology*. His teaching interests include courses in Consumer Behavior, Marketing Research, Marketing Management, Organizational Behavior and Social Psychology.

Professor Reed received his PhD from the University of Florida, and his MS and BA degrees from Georgia State University.
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<th>Time</th>
<th>Event Description</th>
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| 1:00pm - 2:15pm | **Lunch**  
Have lunch in your homerooms and continue to meet your potential classmates. There will also be a housing discussion during the last 30 minutes of the lunch break back in the Homerooms in advance of Saturday morning’s Housing Fair. |
| 1:45pm – 2:15pm | **Housing Discussion**  
Financial Aid Overview for Military Students (Optional)  
Walk-ins will also be available all day on Friday in the Office of Admissions (1st Floor, Vance Hall). |
|              | **Industry Sessions**  
Over the next three hours, you will be able to choose three industries in which to immerse yourself. Industries will be represented by club officers, conference leaders and career management representatives. You’ll learn about the industry, what the professional clubs and conferences do, industry recruiting cycles, career treks, and how clubs and the career management team work together to ensure success in the recruiting process. Undecided? That’s cool too. We have sessions for you! |
| 2:30pm - 3:15pm | **Industry Session I**  
- Consulting  
- Energy  
- Entrepreneurship  
- Healthcare  
- I-Banking/Sales and Trading  
- Marketing/Consumer Goods  
- Private Equity/Venture Capital  
- Retail  
- Technology  
- Undecided/Why an MBA? |
| 3:30pm – 4:15pm | **Industry Session II**  
- Consulting  
- Entrepreneurship  
- General Management  
- Marketing/Consumer Goods  
- Media and Entertainment  
- Private Equity/Venture Capital  
- Real Estate  
- Social Impact  
- Technology  
- Undecided/Why an MBA? |
| 4:30pm – 5:15pm | **Industry Session III**  
- Consulting  
- Entrepreneurship  
- General Management  
- Hedge Funds/Investment Management  
- Media and Entertainment |
*NOTE: The Wharton School provides the opportunity for a select group of MBA students to spend the fall semester of their second year taking classes in San Francisco. Residence in San Francisco can be extended by combining it with a summer internship in a Bay Area company to provide a June through December experience. All classes and other activities are held at the new Wharton San Francisco campus located at the Hills Brothers Plaza on the Embarcadero. Current second year students who just finished their time in San Francisco will lead this discussion.

3:30pm – 4:15pm  **Financial Aid Overview for International Students (Optional)**  Financial Aid Walk-ins will also be available all day on Friday in the Office of Admissions (1st Floor, Vance Hall).  Location TBD

4:30pm – 5:15pm  **Financial Aid Overview for U.S. Citizens and Permanent Residents (Optional)**  Financial Aid Walk-ins will also be available all day on Friday in the Office of Admissions (1st Floor, Vance Hall).  Location TBD

4:30pm – 7:00pm  **“View from the Top” Reception**  In 2013, the MBA Program Office and Office of Student Life opened 2401 Walnut Street, a distinctive Center City space for members of the MBA community to meet and gather during the day, at night and on the weekends.  Following the industry information sessions, Welcome Committee members will help you gather your belongings and will lead you to 2401 Walnut where you will be able to continue to meet future classmates and current Wharton students. You can also take in the views of Philadelphia. Small group dinners will begin at 9:00pm, giving you time to get back to your accommodations, refresh, and get ready for an evening of good food and good company in Center City.  2401 Walnut Street

9:00pm – 10:30pm  **Small Group Dinners**  *Note: Small group dinners are optional. Small group dinner reservations will be made in a variety of the fantastic Philadelphia restaurants in Center City and Old City. Some will take credit cards and others will be cash only. The typical three course meal in Philly is approximately $35 per person. You will receive your small group dinner assignment prior to your arrival at Wharton. Each small group dinner will consist of six admits, joined by two current Wharton students (members of the Welcome Committee and Student Life Fellows.)*  Center City

10:30pm  **Mix and Mingle**  Various Popular Wharton Venues In Center City
DAY TWO AGENDA
Saturday, January 30
Dress: Weekend Casual for day; Cocktail Party for evening.

While the first day of Winter Welcome focuses on introducing you to academics and careers at Wharton, the second day will be devoted to life outside of the classroom: Housing, Leadership and Student Life.

9:30am – 11:00am  2401 Walnut Street Open House and Housing Fair  2401 Walnut Street

On Saturday morning, there will be a Housing Fair at 2401 Walnut for those looking for housing information. Representatives from popular buildings in Center City will be on hand to answer any questions you may have. No housing questions? Drop by anyway and have breakfast with us! On the walk back to Huntsman Hall (3730 Walnut Street), as you cross the river, check out the beautiful new Penn Park, 25 acres of recreational and athletic playing fields home to Wharton Rugby and Soccer and the Wharton Olympics. You will also pass the Penn Ice Rink home to Wharton Hockey. Once you arrive at Huntsman Hall, head back to your Homerooms where the Welcome Committee will be waiting.

11:30am – 12:00pm  Introductions Round Two  Homerooms

The Wharton Leadership Office and the Fellows from numerous programs will describe the menu of amazing leadership opportunities it offers. Review the offerings of the Wharton Leadership Office at: http://wlp.wharton.upenn.edu

12:15pm – 1:00pm  Leadership Programs  Homerooms

Fellows from the Leadership Office

1:15pm – 2:30pm  Lunch and Student Life Panels  Homerooms

Fellows from the Office of Student Life

2:30pm – 3:15pm  Team Creativity Exercise  Homerooms

Welcome Committee

The 2016 Student Life Fellows will speak to you about all the extracurricular opportunities, the travel opportunities, and the social opportunities that come with being a member of the Wharton community. They will also discuss the Cluster System, Cluster Councils, the Cluster Cup Competition, and Cluster Suppers. Student Life Fellows were also selected through a highly competitive process and are quite prepared to answer all of your questions. Get to know the 2016 Student Life Fellows at: http://mbawelcome.wharton.upenn.edu/welcome-events/student-life-fellows/
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<tr>
<td>3:30pm – 4:30pm</td>
<td>Closing Remarks &amp; Cross-Cluster Networking</td>
<td>Baker Forum</td>
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<td>Over the weekend you will get time to know the amazing folks in your Cluster. However, we’ve had requests for the opportunity to get to know the folks in the other three clusters. Therefore, we’ll have a mixer to give you a chance to meet other admits. Take advantage of the time to meet new friends (and possible roommates).</td>
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<td>5:00pm – 9:00pm</td>
<td>Affinity Club Gatherings</td>
<td>Center City</td>
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<td>After such a busy day of learning about all of the opportunities available at Wharton, you can choose to relax during free time or you can attend one or two of the many Affinity Club events around Center City. A list of events for Saturday afternoon and for Sunday brunch will be sent to you soon!</td>
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<td>9:00pm - 2:00am</td>
<td>Winter Welcome Soiree</td>
<td>The Bellevue</td>
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<td>At 9:00pm, please join us at the Bellevue (200 South Broad Street) for an evening of meeting, mingling, dancing and more! Refreshments will be served (but should not be considered dinner). Dress is cocktail attire. Gentlemen, jackets required, ties optional. The Wharton Step and Repeat opens at 8:30pm.</td>
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**DAY THREE AGENDA**

Sunday, January 31
Dress: Weekend Casual

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<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tr>
<td>11:00am – 1:00pm</td>
<td>Professional Club Brunches</td>
<td>Center City</td>
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Join us for Wharton’s 2016 Winter Welcome Weekend!

We look forward to meeting you!