We are thrilled that you are joining us for Spring 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 Spring Welcome are threefold. It will help you: 1) set realistic and transparent expectations about life at Wharton, 2) begin building your Wharton network with your future classmates, and 3) get a sense of University City and Center City [our Philadelphia]. Please feel free to ask any questions you may have. We want you to leave Wharton able to make an informed decision about where you want to spend the next two years.

**DAY ONE AGENDA**
Friday, April 15
Dress: Business Casual

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 bag check at the front door. The Baker Forum will hold your nametag and Cluster assignment (each Cluster will have a homeroom) and will have a coat check available as well. Have some breakfast and fuel up for a big day. Once you arrive in your homeroom, find your name tent and take a seat. A water bottle will be provided (and water coolers are located in each homeroom), so please hold onto them 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, also known as JMHH).

Partners will be directed to check-in at Baker Forum, where they will receive a nametag and their room assignments. Once in their homeroom, they will be greeted by leaders and current members of the Partner’s Club. Partners will operate under a separate agenda but will join their admitted significant other at various events throughout the visit.

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<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>8:00am – 8:45am</td>
<td><strong>Registration Reception for Admits and Partners</strong></td>
<td>Baker Forum</td>
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<td>Coffee and Breakfast</td>
<td>JMHH 1st Floor</td>
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Homerooms

Cluster 1

Staff: Kembrel Jones, Alex Richardson, Erin Fisher. Welcome Committee: Philip Allan, Sarah Budhiman, Mike Harker, Amanda Fields, Jenna Kerner, Andrew Kuo, Allison Miller, Andrew Neill, David Suvall, Kiki Teshome

Cluster 2

Staff: Kristen Auch. Welcome Committee: KJ Andersen, Andrew Barnell, Paulina Castillo, Evelyn Chiu, Dimia Fogam, Scott Huffman, Alex Kubo, Colleen McQuillan, Siddharth Shah, Trevor Young

Cluster 3


Cluster 4


Cluster P

Partner’s Club: Alli Trama, Amanda Yaari, Jenn Horvath

9:00am – 9:45am Introductions Round One

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 Spring Welcome, so get to know them! Profiles of the Welcome Committee can be found on the Welcome Website: http://mbawelcome.wharton.upenn.edu/welcome-events/welcome-committee/

Come to Wharton prepared to introduce yourself to your Cluster (approximately 70 admitted students): name, undergraduate college, current work, and a fun and unique fact about yourself.

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 emphasizing the academic philosophy at Wharton.

10:00am – 10:45am Welcome to Wharton

Maryellen Lamb, Deputy Vice Dean of MBA Admissions, Financial Aid and Career Management
**Academic Philosophy**  
Howie Kaufold, Vice Dean of the MBA Program

**Welcome from the Welcome Committee**

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11:00am – 11:45am  
**Academic Overview**  
Stephan Dieckmann, Deputy Vice Dean of Academic Affairs  
*Clusters 1 & 2*

**Master Class**  
Peter Fader, Professor of Marketing  
*Clusters 3 & 4*

Professor Peter Fader’s expertise centers on the analysis of behavioral data to understand and forecast customer shopping/purchasing activities. He works with firms from a wide range of industries, such as consumer packaged goods, interactive media, financial services, and pharmaceuticals. Managerial applications focus on topics such as customer relationship management, lifetime value of the customer, and sales forecasting for new products. Much of his research highlights the consistent (but often surprising) behavioral patterns that exist across these industries and other seemingly different domains.

Many of these cross-industry experiences have led to the development of the Wharton Customer Analytics Initiative, an innovative research center that serves as a “matchmaker” between leading-edge academic researchers and top companies that depend on granular, customer-level data for key strategic decisions.

Professor Fader believes that marketing should not be viewed as a “soft” discipline, and he frequently works with different companies and industry associations to improve managerial perspectives in this regard. His work has been published in (and he serves on the editorial boards of) a number of leading journals in marketing, statistics, and the management sciences. He has won many awards for his teaching and research accomplishments.

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12:00pm – 12:45pm  
**Academic Overview**  
Stephan Dieckmann, Deputy Vice Dean of Academic Affairs  
*Clusters 3 & 4*

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

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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<tr>
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<tr>
<td>1:00pm - 2:15pm</td>
<td>Lunch</td>
<td>Homerooms</td>
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<td>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.</td>
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<td>1:15pm – 1:45pm</td>
<td>Financial Aid Overview for Military Students (Optional)</td>
<td>Baker Forum – G60 (Subject to Change)</td>
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<td>Walk-ins will also be available all day on Friday in the Office of Admissions (1st Floor, Vance Hall).</td>
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<tr>
<td>1:45pm – 2:15pm</td>
<td>Housing Discussion</td>
<td>Homerooms</td>
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**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? No worries, we have sessions for you!

Industries represented are listed below:

**2:30pm - 3:15pm Industry Session I**
- Consulting JMH 240
- Entrepreneurship JMH 250
- Healthcare JMH 370
- I-Banking/Sales and Trading JMH 360
- Marketing/Consumer Goods JMH 355
- Private Equity/Venture Capital JMH 245
- Retail JMH 260
- Technology JMH 255
- Undecided about Industry JMH 265

**3:30pm – 4:15pm Industry Session II**
- Consulting JMH 240
- Entrepreneurship JMH 250
- General Management JMH 370
4:30pm – 5:15pm  Industry Session III
- Consulting  JMHH 240
- Energy  JMHH 250
- General Management  JMHH 370
- Hedge Funds/Investment Management  JMHH 360
- Media, Sports and Entertainment  JMHH 260
- San Francisco Campus*  JMHH 265
- Social Impact  JMHH 365

*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 – 4:00pm  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).

4:30pm – 5:00pm  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).

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 about 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.

9:00pm – 10:30pm  Small Group Dinners* (Optional)
*Note: 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 $35-45 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.)

10:30pm  Mix and Mingle  Various Popular “Wharton” Venues Center City

DAY TWO AGENDA
Saturday, April 16
Dress: Weekend Casual for day; Cocktail Party for evening.

While the first day of Spring 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  Coffee and Breakfast  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 Student Life Fellows! 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

12:15pm – 1:00pm  Leadership Programs  Fellows from the Leadership Office  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

1:15pm – 2:30pm  Lunch and Student Life Panels  Fellows from the Office of Student Life  Homerooms

The 2017 Student Life Fellows will speak to you about all the extracurricular, travel, and 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 2017 Student Life Fellows at:
http://mbawelcome.wharton.upenn.edu/welcome-events/student-life-fellows/

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<td>2:30pm – 3:15pm</td>
<td><strong>Team Creativity Exercise</strong></td>
<td>Homerooms</td>
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<td>Welcome Committee</td>
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<tr>
<td>3:30pm – 4:30pm</td>
<td><strong>Closing Remarks &amp; Cross-Cluster Networking</strong></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><strong>Affinity Club Gatherings</strong></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 available on the Welcome Weekend App.</td>
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<tr>
<td>9:00pm - 2:00am</td>
<td><strong>Spring Welcome Soiree</strong></td>
<td>The Ritz Carlton</td>
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<td>At 9:00pm, please join us at The Ritz Carlton (10 Avenue of the Arts) 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. Photo opportunities will be available!</td>
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**DAY THREE AGENDA**
Sunday, April 17
Dress: Weekend Casual

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

We look forward to meeting you!