



**Betsy Magness Graduate Institute**  
**November 29-30, 2018**  
**The Logan Hotel**  
**Philadelphia, PA**

Program Schedule Notes

- *Reception with Classes 38 and 39: Wednesday, November 28, 6:00 pm – 7:30 pm (Ballroom South)*
- *Program begins: Thursday, November 29 at 8:30 am*
- *Dinner on your own*
- *Program ends: Friday, November 30, at 12:30 pm*

## AGENDA

### Thursday, November 29

7:30 – 8:30 am	<b>Breakfast</b> (The Stenton)
8:30 – 9:00 am	<b>Setting the Stage and Reconnecting</b> (Ballroom South) <b>Introducing CCL Team and Objectives of BMGI</b> <i>Sara King, Center for Creative Leadership</i>
9:00 – 10:10 am	<b>Panel: Describing the Future Workplace</b> Karen Buchholz, SVP, Administration, Comcast Erica Keswin, Author, <i>Bring Your Human to Work</i> Paul Marchand, EVP and Chief HR Officer, Charter Communications Vidhyu Rao, Workforce Transformation Offerings Leader, Cognizant
10:10 – 10:20 am	<b>Break</b> (Ballroom Foyer)
10:20 – 11:00 am	<b>Your Role in the Future Workplace: Tools and Skills Needed to Attract and Retain Talent for Higher Levels of Collaboration and Innovation</b> <i>George Hallenbeck, Center for Creative Leadership</i>
11:00 – 12:15 pm	<b>The Role Empathy Plays with Increasing Dependence Upon Technology</b> <i>Steve Young, Center for Creative Leadership</i>
12:15 – 1:30 pm	<b>Lunch and Networking</b> (The Stenton)
1:30 – 2:00 pm	<b>Empathy: What Do We Really Know? (Continued)</b> <i>Steve Young, Center for Creative Leadership</i>
2:00 – 2:30 pm	<b>How Artificial Intelligence Tools Can Help Us Develop Our Individual Brand</b> <i>Steve Young, Center for Creative Leadership</i> <i>Jerry Abrams, Center for Creative Leadership</i>



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- 2:30 – 2:45 pm      **Break** (Ballroom Foyer)
- 2:45 – 4:45 pm      **One AI Tool and What It Says About Your Individual Brand**  
*Jerry Abrams, Center for Creative Leadership*
- 4:45 – 5:00 pm      **Takeaways from the Day and Overview of Tomorrow**  
*Sara King, Center for Creative Leadership (CCL)*

### Friday, November 30

- 8:00 – 8:30 am      **Breakfast** (The Stenton)
- 8:30 – 9:00 am      **The Role Employer Brand Plays** (Ballroom South)  
*Jerry Abrams, Center for Creative Leadership*
- 9:00 – 10:15 am      **The Role Agility Plays**  
*George Hallenbeck, Center for Creative Leadership*
- 10:15 – 10:35 am      **Break** (Ballroom Foyer)
- 10:35 – 11:45 am      **The Role Agility Plays (Continued)**  
*George Hallenbeck, Center for Creative Leadership*
- 11:45 am – 12:15 pm      **Taking It All Home: Improving Your Empathy, Brand and Agility**  
*Sara King, Center for Creative Leadership*
- 12:15 – 12:30 pm      **Evaluations and Closing**  
*Joanna Dees, WICT*
- 12:30 – 1:00 pm      **Grab and Go (or Grab and Sit) Boxed Lunches**