MAKE THE CHICAGO APPROACH™ YOUR OWN

Simply put, The Chicago Approach builds you up. The executive education curriculum, faculty, and community are all designed to support and strengthen you every day. Every step of your advancing career.

It gives you the agility to navigate the complexity of leading in a world of constant change, the acumen to inspire high-impact ideas through purposeful inquiry, the concepts for turning data into actionable insights, and the frameworks for multidimensional problem solving.

Most importantly, it provides you with a mutually supportive community that collaborates in the spirit of helping you succeed even further in your own way.

It all comes together through The Chicago Approach that’s empowering leaders who are creating enduring impact in the world.

WHAT MAKES CHICAGO BOOTH THE BEST PLACE TO ADVANCE YOUR CAREER?

Consistently ranked among the top programs in the United States and worldwide, Executive Education at Chicago Booth is founded in the same educational philosophy as our MBA, Executive MBA, and PhD Programs. It is a fundamentals-based understanding of how organizations function, how markets work, and how people make business decisions.

In our Executive Development Program (EDP), ideas compete and people collaborate. After being immersed in this program, you will leave Booth prepared to face any business challenge in your career.

You get access to cutting-edge research from Nobel Prize–winning faculty

Our faculty redefined the science of the stock market, originated the study of modern finance, pioneered database marketing, and defined the concept of social capital. Booth continues to shape the way the world does business.

You learn from highly regarded professors with real-world expertise

Booth professors and practitioners collaborate and consult with firms, serve on corporate boards, and start their own companies. Government and business leaders worldwide seek them out for their expert analysis and advice. With their masterful mix of theory and application, you can start applying what you learn immediately.

You will build a strong, well-connected network that lasts a lifetime

Our programs attract some of the brightest and best senior executives from across the world. After learning from each other in a confidential environment, you’ll create close bonds and networks you can tap into throughout your personal and professional life.
WHO SHOULD ATTEND?

Experienced managers from large publicly held companies, private corporations, and smaller organizations, who have been identified by their organizations as executives who have recently assumed greater responsibilities within their companies.

WHY ATTEND?

As a participant in our Executive Development Program, you will enhance your understanding of key functional areas and their interconnection, as well as enhance the skills needed to lead cross-functional teams. EDP provides participants with the critical capabilities to lead in an ever-changing global business environment.

EDP focuses on how to think, not what to think. Participants will concentrate on facts and data in order to:

• Evaluate the ideas that will shape business tomorrow
• Analyze and produce creative and imaginative solutions to real-world problems
• Expand field of vision beyond a particular functional area or industry

KEY BENEFITS OF THE PROGRAM

• Create your own data-driven framework that is immediately applicable to the challenge or opportunity of your choice
• Enhance skills to influence and lead cross-functional teams
• Learn how to assess your organization’s financial strategy and predict future conditions
• Gain insights into the processes and structuring of negotiations
• Know how to apply the most appropriate leadership approach for the situation
• Better understand approaches to market segmentation and positioning
• Sharpen ability to recognize key strategic issues
• Learn how to identify and exploit opportunities to create value
• Attain techniques to improve your organization’s strategic planning process
• Be able to effectively interpret and evaluate financial data to make better business decisions

PROGRAM DETAILS

DATES
May 13–24, 2019

FEE
USD $25,725

The fee included tuition, course materials, continental breakfasts, lunches, and select class dinners. Accommodations and transportation are not included.

Note: Program, instructors, and fee are subject to change.

CONTACT US: +1.312.464.8732 3
ADVANCE YOUR CAREER TO THE NEXT LEVEL

Over the course of two weeks, you will engage in a variety of collaborative sessions designed to refine and deepen your skill base in the critical areas of finance, strategy, marketing, negotiation, and leadership.

EXECUTIVE DEVELOPMENT PROGRAM SESSIONS OUTLINE

HIGH-PERFORMANCE LEADERSHIP

Learn which attributes are most critical to creating a high-performance work environment that will drive financial results and at the same time accelerate sustainable, profitable growth.

- Recognize the characteristics of high-performing workgroups
- Encourage an environment that drives high performance
- Collaborate to solve complex problems

ACCOUNTING AND FINANCIAL ANALYSIS

Explore the impact of accounting choices on external financial reporting. You will also examine the role of financial statement analysis in the evaluation of the firm and in the prediction of its future condition.

- Revenue recognition and accounting choices
- Financial statement analysis, forecasting, and working capital management
- Cost allocation insights

INTERPERSONAL DYNAMICS AND ORGANIZATIONAL EFFECTIVENESS

Successful leadership requires an understanding of the factors that influence interpersonal dynamics. Learn what shapes your own behavior and the behavior of others.

- Becoming more reflective and learning from experience
- Examining the relationship between individual behavior and organizational performance
- Managing the factors that drive group behavior
STRATEGY AND IMPLEMENTATION
Break down the core elements of business strategy. You will identify the key strategic issues for your organization through proven techniques.

• Analyzing historical financial performance
• Forecasting financial performance
• Financial decisions

STRATEGIC MARKETING MANAGEMENT
Strategic marketing involves identifying which customers your organization should serve, which products and services it should offer, and how you’ll deliver the products and services. This session will provide an analytical framework for these decisions, allowing you to maximize your organization’s return on marketing expenditures.

• Introduction to strategic marketing: segmentation, targeting, and positioning
• Building and managing strong brands

MANAGERIAL FINANCE
Increase your understanding of current analytical practices and techniques using a financial approach to managerial decision-making. Issues involving financing decisions, investment decisions, mergers and acquisitions, and financial restructuring are discussed within the context of a firm's overall strategic objectives.

• Investment and financing decisions—assessing the financing strategy for the firm
• Risk, return, and the cost of capital

EXECUTIVE DECISION-MAKING AND NEGOTIATION
Using the latest advancements in the field, you will learn how to recognize and overcome common pitfalls in negotiation and decision-making processes, utilize creative problem-solving tactics, and develop strategic frameworks for making sound decisions.

• Exploring the psychology of judgment and the decision-making process
• Organizational decision-making and negotiations
• Creating value and improving negotiation outcomes

“EDP can be served for those who prepare to enter into a role like general management, which requires sophisticated skill sets on: strategy, leadership, negotiation, and systematic financial skills.”

TYLER CHEN, PRODUCT MANAGER, ASHLAND INC.

CONTACT US: +1.312.464.8732
Guided by our world-class faculty, every EDP session will engage, energize, and elevate you. Group lunches, dinners, and our social outing provide more opportunity to strengthen the connection with your international peers and grow your professional network. Below is a sample program agenda from a recent cohort.

## PROGRAM AGENDA

### WEEK 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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<tr>
<td>8 AM</td>
<td>Action and Insight Skills</td>
<td>Interpersonal Dynamics: Individual Behavior</td>
<td>Decision-Making</td>
<td>Making Investments</td>
<td>The Strategic Leader: The Power of Strategy in a VUCA World</td>
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<tr>
<td>9 AM</td>
<td>Lunch</td>
<td>Lunch</td>
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<tr>
<td>10 AM</td>
<td>Understanding Financial Statements</td>
<td>Interpersonal Dynamics: Team Behavior</td>
<td>Negotiations</td>
<td>Understanding Accounting within Organizations I</td>
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<td>11 AM</td>
<td>Lunch</td>
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<td>12 PM</td>
<td>Class Dinner</td>
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<td>Welcome Reception</td>
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### WEEK 2

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<tr>
<td>8 AM</td>
<td>Measuring Performances of People and Businesses</td>
<td>High Performance Leadership</td>
<td>Philosophy of Frameworks and Strategic Marketing</td>
<td>Getting Lost in the Weeds: Seeing How Strategy Plays Out</td>
<td>Competitive Advantage and Sustainability</td>
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<td>Understanding Accounting within Organizations II</td>
<td>Lunch</td>
<td>Customer Retention, Acquisition, and Development</td>
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<td>12 PM</td>
<td>Class Farewell Dinner</td>
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<td>Strategic Brand Management</td>
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**APPLY TODAY:** ChicagoBooth.edu/ExecEd
“Booth has extremely intelligent professors, constantly challenging us to think differently and apply the techniques to real business scenarios. They have given us a framework to be wiser, younger.”

STEPHANIE WARREN, CHIEF OPERATING OFFICER, BAIRD
EXPAND YOUR KNOWLEDGE AND YOUR NETWORK

Participants in the Executive Development Program are employed at a mix of large publicly held companies, private corporations, and smaller organizations. The class participants represent a wide variety of industries including manufacturing, services, finance, transportation, healthcare, nonprofit, and government. The class is well represented by participants from North America, South America, Africa, Asia, and Europe.

Executives usually have expertise in one or more functional areas or may already be leading organizations that are in the process of expanding. Participants also include entrepreneurs, presidents, and owners of small companies with growth potential.

COMPANIES RECENTLY REPRESENTED BY EDP PARTICIPANTS

Baird  
Bank of Thailand  
Barclays  
BBVA  
Biogen Idec  
Boston Scientific  
Bradesco  
Cemex  
Chick-fil-A  
Computer Sciences Corporation  
ConAgra  
Dell  
Deloitte  
Delphi  
Discover  
Disney  
Electrolux Home Products  
Eli Lilly and Company  
Estee Lauder  
Exelon  
Fauji Fertilizer  
Fidelity Investments  
Fujitsu  
GE Healthcare  
Government of Hong Kong  
Hitachi  
HSBC  
Itochu  
John Deere  
Johnson Controls  
KPMG  
Lafarge  
LSG Sky Chefs  
Maersk  
Mitsubishi  
Mitsui & Co.  
National University Health System of Singapore  
Nigeria Deposit Insurance Company  
Pfizer  
Rockwell Collins  
Sara Lee  
Stryker  
Teva Pharmaceuticals  
Toyota  
UPS  
Western Union  
Vale  
Vodafone
Connect at Chicago Booth, A Truly Global Business School

The University of Chicago Booth School of Business is the only business school with permanent campuses on three continents: North America, Europe, and Asia. Our international reputation helps attract the best and brightest faculty, and creates an invigorating global mix of senior executives in EDP.

Participant Profile

Participants typically have a minimum of 10 years business experience with some managerial and leadership background.
CORE FACULTY TEAM

Philip G. Berger
Wallman Family Professor of Accounting, Chicago Booth

Philip Berger is a specialist in financial accounting, corporate finance, and taxation with particular expertise in applying these fields to firm valuation, corporate disclosure strategies, corporate restructuring, and mergers and acquisitions. His teaching interests revolve around financial accounting, financial statement analysis, and finance.

• PhD and MBA, University of Chicago
• Previous experience as faculty at MIT Sloan and the Wharton School, where he won every MBA teaching award
• Areas of primary interest include firm valuation, firm diversification, effects of accounting regulations, organizational design, and corporate governance

Boaz Keysar
Professor of Psychology, University of Chicago

Boaz Keysar is chair of the Cognition Program at the University of Chicago. His research centers on the psychology of communication, investigating how people communicate and why they miscommunicate. His research has been published in major scientific journals. Before joining the faculty at the University of Chicago in 1991, Keysar held teaching positions at Stanford University and Princeton University.

• PhD, Princeton University; postdoctoral scholar, Stanford University
• John Simon Guggenheim Memorial Foundation Fellowship, Fulbright Scholarship, and the President’s Service Award by President Clinton
• Major grants from the National Institutes of Health, the National Science Foundation, and the John Templeton Foundation
• Recipient of 2018 Quantrell Award for Excellence in Undergraduate Teaching

Ann L. McGill
Sears Roebuck Professor of General Management, Marketing, and Behavioral Science, Chicago Booth

Ann McGill joined the Chicago Booth faculty in 1997 and served as the deputy dean for the Full-Time MBA Programs from 2001 to 2003. She teaches MBA classes in marketing management and a doctoral-level marketing workshop. Her research focuses on consumer and manager decision-making with special emphasis on causal reasoning, consumer evaluations of products and services, and product and brand anthropomorphism. McGill has also held faculty positions at New York University and Northwestern University.

• MBA and PhD, Chicago Booth
• Research interests include: how consumers process information about ads, brands, products, and services
• 2005 recipient of the McKinsey Award for Excellence in Teaching
• Published in Journal of Personality and Social Psychology, Journal of Consumer Research, and Journal of Marketing

Chad Syverson
Eli B. and Harriet B. Williams Professor of Economics, Chicago Booth

Chad Syverson joined the Chicago Booth faculty in 2008. His research spans several topics, with a particular focus on the interactions of firm structure, market structure, and productivity. His research has been published in several top journals and has earned multiple National Science Foundation awards. Syverson also co-authored (with Austan Goolsbee and Steve Levitt) an intermediate-level text, Microeconomics.

• MA and PhD in economics, University of Maryland
• Editor of the Journal of Political Economy
• Earned several National Science Foundation Awards, Olin Foundation Grants, and a Brookings Dissertation Fellowship
Linda Ginzel
Clinical Professor of Managerial Psychology, Chicago Booth

Linda Ginzel has been a member of the Booth faculty since 1992 and is the founder of corporate executive education at the University of Chicago. For nearly a decade, she was responsible for leading this educational enterprise. Her research has centered on social cognition and interpersonal dynamics, especially regarding the social psychology of organizational behavior. She held previous faculty appointments at both Stanford Graduate School of Business and Northwestern University’s Kellogg School of Management.

• MA, PhD in experimental social psychology, Princeton University
• Author of Choosing Leadership
• Founding academic director of corporate executive education at Booth
• Recipient of several teaching awards, including Impact Professor in 2014, Inaugural Hillel Einhorn Global Teaching Award in 2013, and Faculty Excellence Award in 2011

Gregory D. Bunch
Adjunct Professor of Entrepreneurship, Chicago Booth

Gregory Bunch brings years of practical experience as a general manager and entrepreneur to his classes at Chicago Booth. He is the founder and president of Masterplan International Corporation and works with Fortune 50, family, and startup businesses in the areas of innovation and strategy. He was also a partner at Brandtrust, a brand strategy consultancy. Some of the companies he has worked with include American Express, Danaher, ETS, and Harley-Davidson.

• MDiv, Harvard University
• Cofounded a healthcare software startup in the Bay Area and was a partner at Brandtrust, a brand strategy consultancy
• Works with Fortune 50 companies, family businesses, and startups in the areas of innovation and strategy
• Served on corporate boards for financial, marketing, and healthcare firms

John Burrows
Senior Lecturer in Leadership, University of Chicago Harris School of Public Policy

John Burrows teaches leadership, negotiations, decision-making, and organizational psychology to MPP, MA, and MBA students at the University of Chicago’s Harris School of Public Policy and Chicago Booth. He also teaches MBA and EMBA students at Oxford University’s Said Business School where he holds an appointment as an associate fellow.

• PhD in behavioral science, University of Chicago; MBA, Chicago Booth
• Teaches general management, leadership, and negotiations for Chicago Booth Executive Education
• Previously, served as partner with Accenture and held senior roles in sales and marketing at enterprise software companies including Siebel and Oracle.
• Teaching and research interests include organizational design, workforce analytics, social network analysis, and social capital

Susan Lucia Annunzio
President and CEO, The Center for High Performance (CfHP)

• Globally recognized speaker and thought leader on shaping and maintaining high-performance business environments
• Author of prominent books including Contagious Success; voted Fast Company’s Reader’s Choice in January 2005

“The Chicago Booth learning experience has been the most relevant and immediately useful that I’ve encountered. I was able to directly apply the learning from the program to set a new and successful direction for our division using the tools and experiences shared with my classmates.”

PAUL MCBRIDE, DIRECTOR OF INTERNATIONAL OPERATIONS, LIONBRIDGE TECHNOLOGIES, BALLINA, IRELAND
PROGRAM ADMISSIONS

If you are ready to build on your success, challenge yourself, and take your career to the next level, Chicago Booth is ready for you.

ADMISSIONS CRITERIA

The candidate’s level and type of experience are important characteristics for the EDP admissions committee. In general, participants:

• Usually have expertise in one or more functional areas or may already be leading organizations that are in the process of expanding
• Include entrepreneurs, presidents, and owners of small companies with growth potential
• Have a minimum of 10 years business experience with some managerial and leadership background
• Are proficient in written and spoken English, which is required for successful participation in the course

Each candidate must submit a completed application form. To ensure your place in the program and to receive your preprogram materials in a timely manner, please send your application at least six weeks prior to the program’s start date. Late applications will be considered in the event that space is available. Sponsors and applicants are encouraged to contact us at +1.312.464.8732 for more information about the program or application process.

CERTIFICATE

The Executive Development Program awards a certificate upon the successful completion of the program.

FEE

The fee for the Executive Development Program is $25,725. This fee (payable in US dollars) includes tuition, course materials, continental breakfasts, lunches, and select class dinners. Accommodations and transportation are not included. Payment is due upon receipt of the invoice.

PAYMENT POLICY

Program fees listed in this catalog, in the individual program brochures, and on our website are subject to change and payable in advance. To view our full payment policy, visit ChicagoBooth.edu/EEPaymentPolicy.

DEPOSIT

Upon acceptance into the program, participants have 30 days to provide a $1,000 deposit to secure their seat. This deposit is nonrefundable.

CANCELLATIONS

All notification of cancellations, transfers, deferrals, and substitutions must be sent in writing to Chicago Booth Executive Education. Full refunds of paid program fees can be obtained up to 30 days before the program start date. Any cancellations or requests for transfers or deferrals received 30 days or less from the program start are subject to the fees as described below.

• More than 30 days’ notice: 0% cancellation — 0% transfer fee
• 14 to 30 days’ notice: 30% cancellation — 15% transfer fee
• Less than 14 days’ notice: 50% cancellation — 25% transfer fee

Chicago Booth Executive Education, at its sole discretion, reserves the right to limit enrollments or cancel a program regardless of acceptance status. In the unlikely event of a course cancellation, paid program fees will be refunded. Chicago Booth is not responsible for any travel, hotel, or other related expenses accrued by the program registrant.

SUBSTITUTIONS

All participant substitutions are subject to the sole discretion of Chicago Booth Executive Education. Requests must be submitted in advance and will be reviewed on an individual basis, based on participant qualifications and lead time needed for any program prework.

TRANSFERS

Transfer requests must indicate the new dates and/or new program the participant wishes to attend. Transfers are valid only within one year of the original program start date.
APPLICATION FOR ADMISSION
THE EXECUTIVE DEVELOPMENT PROGRAM

☐ Date: May 13–24, 2019
Location: CHICAGO—The University of Chicago Booth School of Business
Fee: USD $25,725 (This fee does not include room and board.)

☐ Date: September 16–27, 2019
Location: CHICAGO—The University of Chicago Booth School of Business
Fee: USD $25,725 (This fee does not include room and board.)

PERSONAL DATA  Please type or print all responses.
☐ Mr. ☐ Mrs. ☐ Ms. ☐ Dr.
Name (for roster, certificate) ________________________________________________________________

Last                      First                        Middle
Name (for name badge) ______________________________________________________________________
Job title of present position ______________________________________________________________________
Company name ______________________________________________________________________ ___________
Company address ______________________________________________________________________ __________
Street address required for carrier deliveries ____________________________________________________________________________________________
(please indicate zip code/postal code)
Country ______________________________________________________________________________________
Company telephone (area code and phone number) _____________________________________________________
Fax (area code and number) ________________________________________________________________
Email ______________________________________________________________________________________

PRESENT OCCUPATION  Please describe your current duties and responsibilities.
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

EDUCATION  most recent first
School          Degree        Year            Field of specialization
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

INSTRUCTIONS
Please send this form to:
The University of Chicago
Booth School of Business
450 North Cityfront Plaza Drive
Suite 514
Chicago, IL 60611-4316

Or apply online:
ChicagoBooth.edu/ExecEd

Phone: +1.312.464.8732
Fax: +1.312.464.8769

Applications are requested at least six weeks prior to the commencement of the program. Late applications may be considered if space is still available in the program. For cancellation details, please refer to the instructions on page 12 of this brochure.

All fees are due and payable in US funds in advance upon confirmation of registration. Invoices will be sent directly to the participant unless otherwise noted.

To view our full payment policy, visit ChicagoBooth.edu/EEPaymentPolicy.

To opt out of this mailing, email exec.ed@chicagobooth.edu or call +1.312.464.8732.
AREAS OF PREVIOUS EXPERIENCE

List those areas that you would be willing to have in-depth discussions with other participants.

Code your degree of experience with “A” meaning extensive; “B” meaning moderate; “C” meaning little; “D” meaning none at all.

_____ Corporate Strategic Planning  _____ Human Resource Management   _____ External Affairs

_____ Financial Analysis and Management  _____ Marketing Planning and Management  _____ Technology Management

_____ Capital Budgeting   _____ International Business Management  _____ Other (specify)

_____ Information Systems and Computer Technology      __________________________

ORGANIZATION DESCRIPTION

Name of parent company (if applicable) __________________________________

Parent company website ______________________________________________

Parent company annual revenues (in USD) $ ______________________________

Number of employees in parent company __________________________________

Number of employees in your subsidiary/division ____________________________

Subsidiary/division annual revenues (in USD) $ ____________________________

Number of personnel you manage directly ________________________________

Budget responsibility/assets you manage (in USD) $ _______________________

PROFESSIONAL OBJECTIVES Please describe your objectives and goals as they relate to attending this program.

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

________________________________________________________________________________________________________________________________

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________________________________________________________________________________________________________________________________

BILLING INFORMATION (IF DIFFERENT FROM ABOVE)

Contact name __________________________________________________________

Contact phone/email ____________________________________________________

Company department/name ______________________________________________

Company street address _________________________________________________

City ______________________________ State _______________________ Country _____________________ Zip/Postal code ______________________

PERSON IN CHARGE OF EXECUTIVE/MANAGEMENT DEVELOPMENT FOR YOUR COMPANY

Name _________________________________________________________________

Position/Title _________________________________________________________

Business phone ______________________________________________________

Email ________________________________________________________________

Company name ________________________________________________________

Company street address ________________________________________________

City ______________________________ State _______________________ Country _____________________ Zip/Postal code ______________________

Are you a:  □ Goods producer  □ Service producer

Are your clients:  □ Businesses  □ Consumers

What industry are you in?

□ Manufacturing/Consumer

□ Manufacturing/Industry

□ Financial Services/Insurance

□ Restaurant/Hotel

□ Telecommunications/Information

□ Transportation  □ Utility

□ Retail  □ Petroleum/Oil/Gas

□ Pharmaceutical

□ Other

What function do you perform in your organization?

□ Accounting  □ Finance

□ General Management

□ Human Resources

□ Management Info. Systems

□ Production  □ Engineering

□ Research and Development

□ Marketing  □ Sales

□ Legal  □ Operations
LOCATION AND ACCOMMODATIONS

Sessions are held at Chicago Booth’s Gleacher Center, 450 North Cityfront Plaza Drive, on the north bank of the Chicago River in the heart of the downtown area known as the Magnificent Mile. Gleacher Center offers an ideal setting for academic programs with state-of-the-art classrooms and exceptional cuisine by Wolfgang Puck Catering.

For our out-of-town participants, Chicago Booth reserves a block of rooms at various hotels in close proximity to Gleacher Center. Participants must directly contact the appropriate hotel at least three weeks prior to the program’s start date. After this time, the hotels cannot guarantee accommodations.