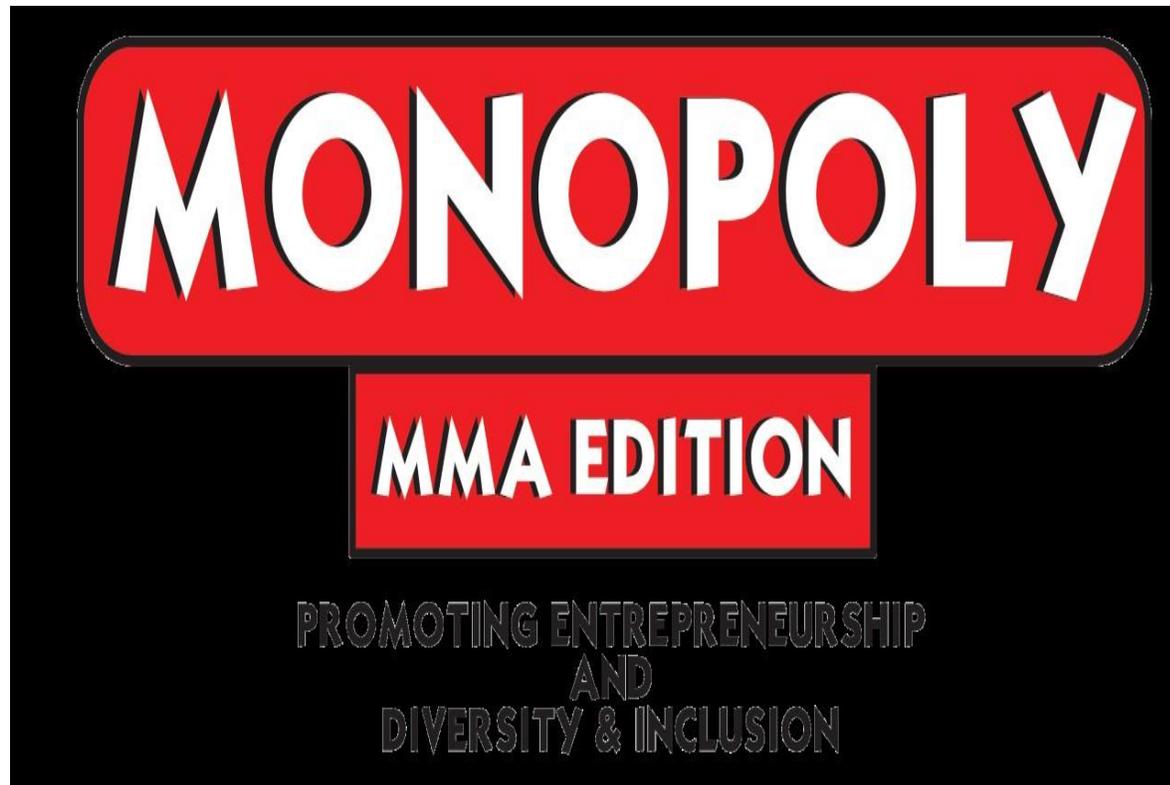




10th Annual Morehouse Marketing Conclave

Student Information and Registration Packet





Dear Faculty and Students:

It is with great enthusiasm that we anticipate your participation in the 2017 Marketing Conclave on the campus of Morehouse College in Atlanta, GA. This is the conclave's 10th anniversary and it will be the best one yet! If you are interested in advertising, marketing, entertainment/media, public relations, sales, or retail, you have an awesome event in store for you.

The Conclave is a student-run conference that provides attendees with insight into what careers in marketing, sales and advertising have to offer. Celebrating its tenth year, the Marketing Conclave has developed into a national event bringing students from colleges and universities across the United States together for the purpose of meeting recruiters, networking with other student professionals, and learning more about the current trends in marketing.

This year's theme is "Monopoly: Promoting Entrepreneurship and Diversity and Inclusion". The goal of this year's conference is to show attendees the importance of marketing from the perspective of an entrepreneur. You will get an in depth view of how entrepreneurs use the resources at their disposal to market their product/service and how their marketing strategies impacted the profitability of the business. In this year's conclave we have also decided to address the topic of diversity and inclusion in the corporate world. Diversity is a comprehensive term that is often used only in regards to race. However, the word diversity extends much farther than the conversation of race or ethnicity, and you will see that in this year's conclave. We will show you how marketing is used alter perspective and why diversity in work place is imperative in order to reach specific markets.

Over the course of two days, the Conclave will connect you and corporate participants through a multitude of events and collaborative activities. We will have a lunch and learn, keynote presentations, and workshops/panel sessions from various entrepreneurs and corporate executives. These sessions provide an excellent opportunity for firms and you to interact with each other.

Our annual career fair will take place on, Friday, February 10, 2016. We will provide recruiters who have full-time and internship marketing positions with an excellent opportunity to meet you on a one-on-one basis. At the end of the day Friday, we also host a very popular Networking Event for both you and the recruiters who attended the career fair. This event provides you a relaxed setting and an additional opportunity to talk further with recruiters that you met earlier in the day. At the end of the last day, Saturday, 2/11, we will host our popular raffle where you can win coveted gifts. So, make sure to get your ticket at the registration table!

Thank you in advance for attending this event! Happy learning, networking and remember to keep an open mind. You can register here: [2017 Morehouse Marketing Conclave](#) . Get information on discounted hotel rates at the Ellis Hotel by calling 404-523-5155 or at www.morehousemarketing.com .

Sincerely,

Brandon Adams

Brandon Adams '17, President,
Morehouse Marketing Association

Timothy Hillery

Timothy Hillery '18, Chair,
2017 Morehouse Marketing Conclave



Why Should You Attend The Morehouse Marketing Conclave Feb. 10-11, 2017?

The Morehouse Marketing Conclave is a student-run event that provides attendees with insight into what careers in marketing, advertising, and sales have to offer. Hosted by the Morehouse Marketing Association, and held annually the third weekend in February, the Conclave has grown to a national level that brings together students from colleges and universities nationwide:

- 1) Learn more about special topics in marketing, advertising, and sales
- 2) Meet recruiters from top companies
- 3) Network with other students

Over the course of two days, the Conclave connects corporate participants and students through a multitude of events and collaborative activities. The highlight of the weekend is our career fair on February 10, 2017 and our end of Conclave raffle on February 11, 2017.

This year's Conclave theme 'Monopoly: Entrepreneurship and Diversity and Inclusion'. Our goals of this year's conference are: to expose diverse students to the opportunities available to them in the advertising industry and; introduce and refine the necessary skills students will need to be successful advertisers, marketers, or salesmen. Students will be enlightened about strategies marketers, advertisers, and salesmen use across varying industries and platforms to produce revenue. We hope to equip fellow students with the tools necessary to succeed in today's highly competitive business environment.

There will be workshops, a career fair, a networking reception, and keynote speakers. The workshop sessions provide an excellent opportunity for organizations and students to interact with each other through individual presentations, panel discussions, or hands-on workshops. At the career Fair companies will have internship and full-time opportunities available for students of any major. Some of our past workshop and career fair participants include BRAG, Chick-fil-A, Google, JWT Advertising, Macy's, Turner (Adult Swim), UPS, 3M, Liquid Soul Media, Wieden + Kennedy, Xerox, Grainger, the Atlanta Braves, and more!

We have a Lunch and Learn scheduled for the first 50 paid registrants to arrive on Friday, Feb. 10, 2017. The Lunch and Learn will give students the opportunity to learn more about a riveting entertainment marketing topic in a relaxed setting with lunch provided by Atlanta's own, Chick-fil-A.

We will feed you and provide gifts for attending the Conclave. You will get a Conclave bag and portfolio that you can use to make a great impression at all of your future business events. Your bag will be stuffed with lots of great products from our sponsors who want to be remembered long after the Conclave is over. You could win great prizes at the end-of-Conclave raffle. Furthermore, on Friday evening of the Conclave, corporate career fair participants will have time to fellowship with you in a relaxed atmosphere with more delicious food. On Saturday morning, we will have breakfast for you by Atlanta's own great breakfast source, Waffle House! Lastly, a



great lunch is also planned for you on Saturday. If this is for you, use the links below to register and pay the \$10 student registration fee.

Invite your friends! We hope to see you and your friends at the Morehouse Marketing Conclave, Friday – Saturday, February 10-11, 2017!

Please visit the provided links to register for the Conclave, [2017 Morehouse Marketing Conclave](#) and provide electronic payment <https://giving.morehouse.edu/MarketingConclaveRegistration>.

The Ellis Hotel – Atlanta is offering discounted rates (\$143.03, which includes tax, for up to 4 people) if your room is reserved before the cutoff date of February 5, 2017. Rates may be available later based on availability. Go to our website, www.morehousemarketing.com for more rate information.

The Ellis Hotel (ask for Morehouse Marketing Conclave rate)

176 Peachtree Street NW, Atlanta, GA 30303

Hotel: [404-523-5155](tel:404-523-5155)

Fax: [404-525-7872](tel:404-525-7872)

www.ellishotel.com