

NACS MARKETING LEADERSHIP PROGRAM

Academic Directors: Julie Hennessy & Tim Calkins
 Program Director: Elodie Joubert

JULY 19 – JULY 24, 2026

Program Manager: Nancy Cacioppo
 Classroom: Kellogg Global Hub 2430

	Sunday July 19	Monday July 20	Tuesday July 21	Wednesday July 22	Thursday July 23	Friday July 24
7:00-8:00		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
8:00-8:30		<i>Shuttles to Global Hub</i>	<i>Shuttles to Global Hub</i>	<i>Shuttles to Global Hub</i>	<i>Shuttles to Global Hub</i>	<i>Shuttles to Global Hub</i>
8:30-10:00		Building Successful Customer Loyalty Programs O'Toole	Driving Profitable Growth Calkins	Behavioral Design: How to Bring New Ideas, Products, and Initiatives to Life Nordgren	The ADPLAN Framework: Increasing Your Advertising Impact Rucker	Evaluating Your Brand Hennessy
10:15-11:45		Building Successful Customer Loyalty Programs (cont'd) O'Toole	Driving Profitable Growth (cont'd) Calkins	Behavioral Design (cont'd) Nordgren	The ADPLAN Framework (cont'd) Rucker	<i>10:15-11:15am</i> Evaluating Your Brand (cont'd) <i>11:15-11:45am</i> Program Close
11:45-1:00	Lunch Executive Dining Room	Lunch Executive Dining Room	Lunch Executive Dining Room	Lunch 12:50 Group Photo TBC	Lunch Executive Dining Room	Optional lunch Executive Dining Room
1:00-2:30	<i>1:00-2:00pm</i> Welcome to Kellogg, Program Overview Hennessy	AI Tools for Marketers Sawhney	Digital Marketing McTigue	The Art & Science of Disagreement Franconeri	Final Team Case Presentations Hennessy & Calkins	<i>Flight departures should start after 3:00pm. Thank you for joining us!</i>
2:45-4:15	<i>2:15 – 3:45pm</i> Strategic Marketing Hennessy	AI Tools for Marketers (cont'd) Sawhney	Customer Touchpoints and Journey Mapping McTigue	The Art & Science of Disagreement (cont'd) Franconeri	<i>2:45 – 3:45pm</i> Final Team Case Presentations & Debrief Hennessy & Calkins	
4:30-6:00	<i>4:00 – 5:30pm</i> Industry Update Gleeson	Breakthrough Marketing Plans Calkins	<i>Evaluations</i> Team Case Work	Team Case Work <i>6:00 – 7:00pm</i> Chicago Pizza Buffet Dinner Executive Dining Room	<i>4:00 – 5:00pm</i> Optional Campus Tour	
6:00-6:30	<i>Shuttle to Hilton Orrington</i>	<i>Shuttle to Hilton Orrington</i>	<i>Shuttle to Hilton Orrington</i>		<i>Transportation to Hilton Orrington</i>	
6:30-8:00	<i>6:30 – 8:00pm</i> Social Time & Dinner	<i>6:45 – 9:00pm</i> Social Time & Dinner Five & Dime 1026 Davis St, Evanston	Social Time & Dinner	<i>Shuttle to Hilton Orrington</i>	<i>6:30 – 9:00pm</i> Celebration Dinner Le Tour	
8:00-10:00	Optional Late Lounge		Optional Late Lounge	Dessert Reception TBD and Late Lounge	<i>9:00 – 11:00pm</i> Optional Late Lounge	