

NACS MARKETING LEADERSHIP PROGRAM

Academic Directors: Tim Calkins & Julie Hennessy

Program Director: Elodie Joubert

JULY 19 – JULY 24, 2026

Program Manager: Jill Fenstermaker

Classroom: Kellogg Global Hub L129

	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		Shuttle to Global Hub	Shuttle to Global Hub	Shuttle to Global Hub	Shuttle to Global Hub	Shuttle to Global Hub
8:30-10:00		Industry Update Henry Armour	AI Tools for Marketers Sawhney	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 O'Toole	AI Tools for Marketers (cont'd) Sawhney	Behavioral Design (cont'd) Nordgren	The ADPLAN Framework (cont'd) Rucker	10:15-11:15am Evaluating Your Brand (cont'd) 11:15-11:45am Program Close Hennessy
11:45-1:00	Lunch Executive Dining Room	Lunch Executive Dining Room	Lunch Executive Dining Room	Lunch 12:50 Group Photo	Lunch Executive Dining Room	Optional lunch Executive Dining Room
1:00-2:30	1:00-2:00pm Welcome to Kellogg, Program Overview Calkins	Building Successful Customer Loyalty Programs (cont'd) O'Toole	Defensive Strategy Calkins	Digital Marketing & Customer Touchpoints McTigue	Final Team Case Presentations Hennessy & Calkins	<i>Flight departures should start after 3:00pm. Thank you for joining us!</i>
2:45-4:15	2:15 – 3:45pm Building Strong Brands Calkins	Driving Profitable Growth Calkins	Defensive Strategy (cont'd) Calkins Evaluations	Digital Marketing & Customer Touchpoints (cont'd) McTigue	2:45 – 3:45pm Final Team Case Presentations & Debrief Hennessy & Calkins	
4:30-6:00	4:00 – 5:30pm Team Building Activity Moreau	Driving Profitable Growth (cont'd) Calkins	Team Case Work	Team Case Work Pizza Buffet Dinner	4:00 – 5:00pm? Optional Campus Tour	
6:00-6:30	Shuttle to Hilton Orrington	Shuttle to Hilton Orrington	Shuttle to Hilton Orrington		Transportation to Hilton Orrington	
6:30-8:00	6:15 – 8:00pm Social Time & Dinner Hilton Orrington	6:45 – 9:00pm Social Time & Dinner Five & Dime 1026 Davis St, Evanston	Social Time & Dinner Hilton Orrington		6:30 – 9:00pm Celebration Dinner Le Tour 625 Davis St.	
8:00-10:00	Optional Late Lounge Hilton Orrington		Optional Late Lounge Hilton Orrington	Optional Late Lounge Hilton Orrington	9:00 – 10:00pm Optional Late Lounge Hilton Orrington	

Sample Schedule. Final schedule to be shared closer to program. Program start and close are confirmed.