



*Aresty Institute of Executive Education*  
*The Wharton School of the University of Pennsylvania*  
**AIMSE: Marketing and Investment Management Program**

Sunday 1/9	Monday 1/10	Tuesday 1/11	Wednesday 1/12	Thursday 1/13	Friday 1/14
Steinberg Conference Center 255 South 38th Street Phone: (215) 386-8300 Fax: (215) 573-3426	8:00 - 9:00: Breakfast	7:00 - 8:30: Breakfast	7:00 - 9:00: Breakfast	7:00 - 8:00: Breakfast	7:00 - 8:30: Breakfast
	8:30 - 9:00: Program Registration	8:30 - 10:00  The Asset Allocation Decision  Jeff Jaffe	8:30 - 10:00  Fixed Income Investments  Gordon Bodnar	8:30 - 10:00  World Markets and International Investing  Dick Marston	Check Out Before 8:30
	9:00 - 10:30  Critical Thinking and Strategic Decision Making  Kathy Pearson				8:30-11:30  Risk Management: Current Trends in Derivatives and Applications  Krishna Ramaswamy
	10:30 - 10:45: Break	10:00 - 10:15: Break	10:00-10:15: Break	10:00-10:15: Break	11:30-11:45: Break
	10:45-12:15  Critical Thinking and Strategic Decision Making  Kathy Pearson	10:15 - 12:15  Performance Measurement and Attribution and Perspectives on Active Investment Styles  Craig MacKinlay	10:15 - 12:15  Fixed Income Investments  Gordon Bodnar	10:15 - 12:15  Private Equity  Stephen Sammut	11:45-12:15  Discussion: The Week in Review  Krishna Ramaswamy
	12:15 - 12:30: Class Photo	12:15-1:30: Lunch	12:15-1:30: Lunch	12:15-1:00: Lunch	12:15-1:15: Lunch
	12:30-1:30: Lunch				
1:30 - 3:00  Stock and Bond Markets: A Current Perspective  Jeremy Siegel	1:30 - 3:00  Marketing Segmentation and Branding  Keith Niedermeier	1:30 - 3:30  Global Aspects to Retirement Risk Management  Olivia Mitchell	1:30 - 3:00  Alternative Investments  Chris Geczy	<b>Academic Director:</b> Krishna Ramaswamy  <b>Program Director:</b> Sanya S. Sharma  <b>Program Manager:</b> TBD  <b>Program Coordinator:</b> TBD	
3:00 - 3:30: Break	3:00 - 3:30: Break	3:30 - 4:00: Break	3:00 - 3:30: Break		
3:30 - 5:00  Stock and Bond Markets: A Current Perspective  Jeremy Siegel	3:30-5:00  Psychology of Financial Services Customers  Keith Niedermeier	4:00 - 5:00  Liability-Driven Investments  Will Kinlaw	3:30 - 5:00  Alternative Investments  Chris Geczy		
Participant Reception in Evening Lounge	Welcome Reception and Dinner	6:00 - 7:00: Dinner	5:30 - 7:30  Networking Reception and Dinner	5:00 - 6:00  Q&A with Chris Geczy	
		7:00 - 9:00  Stress Management  Phil Nuernberger	7:30 - 8:30  Panel: Planned Sponsors & Consultants  Topic: Current Trends in Asset Allocation	6:00 - 7:00: Dinner	