

Program

What should students expect?

The Enterprise Leadership Conference includes the following at **NO COST** to student participants:

- 2 nights stay at Asilomar Conference Grounds
- A dynamic keynote address from a well-known local business leader
- Focused presentations on all aspects of creating a new product or service
- Interactive team activities to build collaboration, confidence, and leadership
- An atmosphere of friendly competition and encouragement

NOTE: Expenses for technology hardware are generally the responsibility of the students and their parents/guardians. Google Cloud services are provided for sharing documents and presentations.

SAMPLE PRESENTATIONS

- Starting a Business
- Entrepreneurial Stories
- Creating a Business Plan
- Company Mission & Culture
- Talent Management/Human Resources
- Marketing Analysis & Strategies
- Financial Statements & Projections
- Cost of Goods & Services (COGS)
- Crafting Winning Presentations
- Business Ethics & The Rotary Four-Way Test