

*International Scholar Laureate Program*  
*Delegation on Business & Entrepreneurship*  
*Commonwealth of Australia*  
*Sample Schedule*

- Day 1**      **G'day and Welcome to Australia!**  
Arrive in Melbourne  
Check-in and Registration  
Program Orientation: Academic Expectations and Cultural Overview  
Welcome Session and Dinner
- Day 2**      **Australia's Unique Business Landscape**  
Team Breakout Session: Identifying Goals and Networking with ISLP  
Scholars and Advisors  
Keynote Speaker: Australia's Unique Economic Landscape  
Training for Careers in Business  
Business Education in Australia  
Independent Exploration of Melbourne
- Day 3**      **Entrepreneurship and Innovation**  
Team Breakout Session: Introduction to the ISLP Project  
Entrepreneurs Panel: A World of Opportunities  
Cultural Perspectives on Business Approaches  
Advice for Aspiring Business Leaders  
Independent Evening Exploration of Melbourne  
Federation Square: Melbourne's Unique Cultural Precinct  
South Bank: Melbourne's Entertainment District  
Yarra River: The Heart of the City
- Day 4**      **Sydney: A City of International Stature**  
Air Transfer: Flight Provided from Melbourne to Sydney  
Sydney Sightseeing Highlights  
The Sydney Opera House Tour  
The Rocks: Site of the Original Sydney Town Settlement  
Late Afternoon Hotel Check-in  
Independent Exploration of Sydney: Dinner and Evening at Leisure
- Day 5**      **Lessons from Australia's Big Businesses**  
Team Breakout Session: Revisiting Your Goals and Navigating Your  
Personal Career Path  
Big Business Site Visit: 3M  
Navigating Today's Global Business Environment  
New Product Development: Marketing and Understanding the Target  
Audience  
3M Innovation Center: Exploring Cutting Edge Ideas

**Day 6**      **The Art of Business: Managing, Mediating, and Marketing**  
Team Breakout Session: ISLP Project Guided Working Session  
Uniquely Australian: The Marketing of Ecotourism and Conservation  
    Site Visit: Australian Wildlife and Business Preservation  
    Advertising Marsupials and Other Australian Indigenous Wildlife  
Professional Panel Session: The Evolution of Advertising and  
    Communications  
    Building a Winning Go-To-Market Strategy  
    Wise Words: Learning from Australia's Advertising Agencies  
Working Session: Create and Pitch an Advertising Plan to Australia's  
    Advertising Professionals

**Day 7**      **Building Your Personal Brand**  
Team Breakout Session: ISLP Project Presentations  
Sights and Sounds of Sydney: Independent Exploration  
    Manly Beach: Thriving Harbour Community  
    BridgeClimb! 360 Views from Above Sydney's Famous Harbour  
    Bridge  
    Darling Harbour: Spectacular Waterfront District  
Farewell Dinner with Fellow Scholar Laureates, Faculty, and Colleagues

**Day 8**      **Depart Australia or Fly to Cairns for the Cultural Extension**

*Optional Cultural Extension:  
Cairns and the Great Barrier Reef*

**Day 8**      **Cairns: Marvel of the Pacific**  
Air Transfer to Cairns  
Hotel Check-In  
Afternoon at Leisure

**Day 9**      **The Great Barrier Reef: Spectacular Gem of the Coral Sea**  
Sail to the Great Barrier Reef  
Swimming, Snorkeling, and Sun: Recess on the Reef  
    Introductory Snorkel Trip Provided  
Tropical Lunch Provided

**Day 10**     **Independent Exploration: Create Your Own Adventure!**  
Relax in Cairns: Ideas to Explore on Own  
    Beach Fun: Enjoy the Sun  
    Walk the Esplanade Boardwalk: Scenic Views  
    Skyrail: Breathtaking Views Above the Tree Tops  
    Tjapukai Aboriginal Culture Park: Further Look into the Local  
    Indigenous Population

**Day 11**     **Homeward Bound: Depart Australia**