Wharton Seminars for Business Journalists to Hold No-Cost Program on “Scaling Businesses for Profit” and “Globalization of Business” in London, June 27, 2019

Now accepting applications, deadline is June 17, 2019.

PHILADELPHIA (PRWEB) April 30, 2019 -- What: The Wharton Seminars for Business Journalists, led by the Wharton School’s most prominent professors, help reporters gain a better understanding of key business and economic issues through intensive lectures and hands-on exercises. This no-cost, one-day program will feature Wharton Prof. of Operations, Information and Decisions Gad Allon and Prof. of Management Mauro Guillen on “Scaling Ventures: The Playbook for Profitable Growth” and “New Business Opportunities in the 21st Century,” respectively.

For more than 50 years, the Wharton Seminars for Business Journalists have offered participants an opportunity to expand their knowledge, network with journalists from around the world, increase their exposure to leading experts and broaden their perspectives in a stimulating environment. This program is free of charge and open to a limited number of journalists.

When: Thursday, June 27, 2019, 8:30 a.m. – 4:00 p.m. Registration deadline: June 17, 2019.

Where: The Seminar will take place at JW Marriott Grosvenor House, 86-90 Park Lane, London W1K 7TN

How: Registration is required to attend this free Seminar. Visit the Seminar application.

Who: In recent years, reporters from media outlets such as BBC, The Washington Post, The Economist, CNN, Reuters, The New York Times, and Financial Times have attended the Seminars.

Eligibility: Applications are open to those who are employed or freelance full-time as a print, broadcast or online business journalist for legitimate media companies.

Key Take-Aways: Today’s global economy requires a strong foundation in business and economic knowledge for business journalists. At the Wharton Seminars for Business Journalists, participants:
- Gain an in-depth understanding of the fundamentals of business strategy.
- Interact with colleagues from some of the world’s leading business news organizations.
- Receive a Wharton School Certificate of Completion.

For complete information on the Wharton Seminars for Business Journalists, visit https://journalists.wharton.upenn.edu/ or contact Emily Hemming, Caroline Pennartz or Peter Winicov, Wharton Media Relations, at +1-215-898-8036 or communications(at)wharton.upenn.edu.

About the Wharton School
Founded in 1881 as the world’s first collegiate business school, the Wharton School of the University of Pennsylvania is shaping the future of business by incubating ideas, driving insights, and creating leaders who change the world. With a faculty of more than 235 renowned professors, Wharton has 5,000 undergraduate, MBA, executive MBA, and doctoral students. Each year 18,000 professionals from around the world advance their careers through Wharton Executive Education’s individual, company-customized, and online programs.
More than 98,000 Wharton alumni form a powerful global network of leaders who transform business every day. For more information, visit www.wharton.upenn.edu.
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