

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
Team Breakout Session: Meeting Your Advisor and Fellow Delegates
Welcome Session and Dinner
- Day 2 Australia's Unique Business Landscape**
Team Breakout Session: Introduction to the ISLP Experience
Keynote Speaker: Australia's Unique Economic Landscape
Introduction to Australia and Opportunities for Aboriginal & Torres
 Strait Islanders
Training for Careers in Business
 Business Education in Australia
Independent Exploration of Melbourne
- Day 3 Entrepreneurship and Innovation**
Entrepreneurs Panel: A World of Opportunities
 Cultural Perspectives on Business Approaches
 Advice for Aspiring Business Leaders
Networking Lunch with Entrepreneur Teams
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
Welcome 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: Debriefing and Synthesizing Experiences
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: Applying Acquired Knowledge
Uniquely Australian: The Marketing of Ecotourism and Conservation
 Site Visit: Australian Wildlife and Business Preservation
 Advocating for 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 **Sharing Your Reflections**
Team Breakout Session: Reflections and Findings
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, Advisors, 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
 Kuranda Village in the Rainforest: Excursions, Wildlife, and
 Cultural Encounters

Day 11 **Homeward Bound: Depart Australia**