

# Business Leadership Center

at Virginia Tech



Sponsorship Opportunities

2016



## What is the Business Leadership Center?

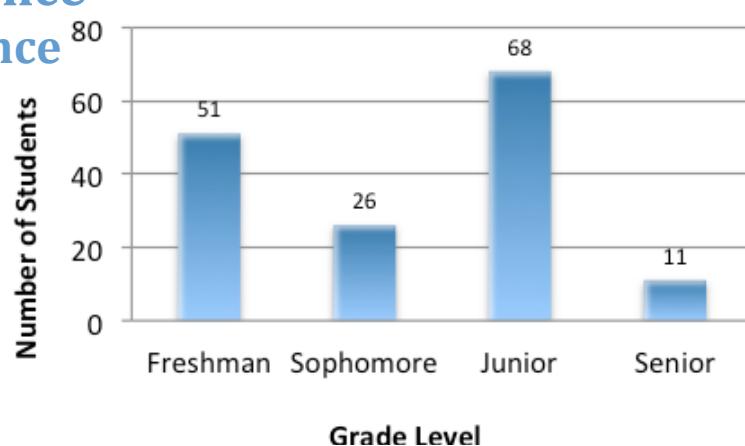
### Leadership Conference

The Pamplin Leadership Development Team (LDT) is a group of motivated individuals who plan and execute the annual Student Leadership Conference. The Leadership Conference strives to provide students with opportunities to enhance their leadership skills through experiential learning. Throughout the day, students experience interactive leadership workshops presented by experienced practitioners in industry. Networking time allows company professionals a chance to interact with top students, and in return, these students learn about career and internship opportunities with those prominent companies. Students also hear from a distinguished keynote speaker. With numerous learning opportunities, the Leadership Conference promotes a strategy of life-long learning and leadership development.

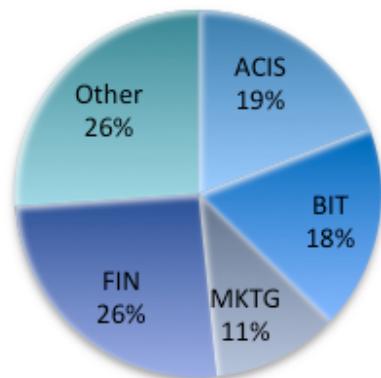
### Workshops

Working alongside company sponsors, LDT also holds smaller workshops throughout the semester leading up to the annual conference. The purpose of these workshops is to provide opportunities for students to prepare for the conference and continue to build their professionalism. Our past workshops include resume building, building your brand, and etiquette dinner. In resume building, students learned how to make their resume stand out. Building your brand taught students how to make themselves more marketable to potential employers and leverage perception and reputation. During the etiquette dinner, students learned about proper dining etiquette for business functions and had a chance to network with recruiters.

### Conference Attendance



### Attendance by Major





# A Letter from the Pamplin Leadership Team President.



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## **Sed viverra ante ut arcu.**

*Catherine Kidwell '16*

President

Become a partner with the Pamplin Business Leadership Center in their educational programs. The Business Leadership Center offers a variety of educational experiences throughout the year. Provides you the opportunity to become a lead sponsor of one of the following events as well. Benefits: name recognition in all marketing materials for that event and exposure to event participants.

## **Annual Student Leadership Conference at Virginia Tech**

This is a one-day conference in which Virginia Tech students, particularly first and second year students, learn how to and actively practice creating a network and developing leadership skills. The conference is a unique opportunity to network with and teach students who have been prescreened through an application process for their academic success and passion for leadership. The number and majors of student participants might also be included.

## **“Caught in the Act of Leadership” Scholarship \$1500**

Recognizes two undergraduate students in the Pamplin College of Business who have displayed a significant act of leadership and/or moral courage in a specific leadership situation. Previous awardees include: Mathew Knight, now a Manager at Amazon and Kelly Tinsley now a Services Manager at Compass Group.

## **Leadership Speaker Series \$1000**

One speaker per semester who presents to students and faculty elements of leadership they had found to be important in their career and attaining success in the real world. Recent speakers include Melinda F. Emerson (SmallBizLady, Fall 2014) and Margaret Greenberg (Profit from the Positive, Spring 2015).

## **Ethics Symposium \$500**

Sponsored by the Business Leadership Center and the Department of Management since 1990, the Ethics Symposium brings a leader to campus each spring to discuss relevant ethics issues found in today's business world. Recent speakers include Tom Clarke, CEO of Kissito Healthcare (Spring 2015), Douglas Wagoner, a senior vice president at Science Applications International Corp. (Spring 2014) and Brigadier General Jack Grubbs (Ret, U.S. Army, Spring 2012).

## **Leadership Workshops \$500**

Members of the Leadership Development Team provide interactive leadership development workshops for communities throughout campus. Recent workshops were provided for the Science Learning Communities Madame Curie and da Vinci (Spring 2015). Workshops in the fall of 2015 included: Personal Branding, Leveraging LinkedIn and Resume Revisions, and an Etiquette Dinner.



## Why invest in leadership?



Name Recognition

Student Exposure

Campus Impact

### Name Recognition

Associated advertising with BLC and all Educational Programs and Scholarships

- At all conferences, speakers series and symposiums hosted and supported by the BLC (highlighted on the next page)
- On all associated websites
  - <http://www.ldt.org.vt.edu>
  - <http://www.buslead.pamplin.vt.edu>
- On campus advertising of programs hosted and supported by the BLC

### Student Exposure

- Investing in the BLC offers a unique opportunity to meet, interact, and establish relationships with future and current leaders and top tier students at Virginia Tech, many of who are your potential employees.
- Your company will be given the chance to attend programs run by the BLC, enabling you not only to advertise your brand, but meet standout students at Virginia Tech
- You also get to meet the leadership team that helps run the Business Leadership Center and everything that it supports.

### Campus Impact

- An invitation to join the Center's Advisory Board, where you can provide insight and guidance into the design of modern-day leadership education at Virginia Tech.

# Contact us



The Pamplin Leadership Team  
for the Business Leadership Center

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