



# MA RK

MARK LEADERSHIP  
CONFERENCE

Speaker Opportunities

March 4, 2017

Rutgers University-New Brunswick

[markconference.rutgers.edu](http://markconference.rutgers.edu)

Leadership and Experiential Learning



# Mark Leadership Conference Speaker Opportunities



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## What is the Mark Leadership Conference?

Planned by a dedicated team of Rutgers University–New Brunswick students and staff, the purpose of this event is to inspire action among students and encourage them to think critically about the mark they will leave on the world around them. The Mark Leadership Conference is an annual event designed to provide students of Rutgers University and regional institutions a unique opportunity to acquire knowledge, cultivate passions, develop skills and network with inspiring professionals from various industries.

## At a Glance

**Main Stage Speakers:** Impactful leaders share experiences, expertise and insight in a TED-styled talk.

**Ignite Speakers:** Unique storytelling presentations by university students of their personal journey through hardship, strength, and transformation.

**Breakout Sessions:** Speakers and conference attendees are provided an opportunity to discuss, reflect, and learn in a more intimate or specialized setting.

**Energizers:** Animated, lively, and interactive activities throughout the conference to stimulate the mind's of attendees.



This year, the Mark Leadership Conference is celebrating its **5th Anniversary**. Over the past few years this conference has continued to inspire students and empower speakers.

## Since 2012:



2,100 ATTENDEES



2,000+ TICKETS SOLD



5TH ANNIVERSARY



90 GUEST SPEAKERS



38 IGNITE SPEAKERS



35 SPONSORS

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## Why Speak at the Mark Leadership Conference?

The Mark Leadership Conference works to bring 20+ diverse and inspirational speakers to this unique and regional, TED–styled event. This student-run conference experience empowers students to think of themselves as agents of change not only on campus, but within the community and the world. We believe that every student possesses the potential to leave their “mark” and this conference inspire attendees to do so. You have left your mark on so many individuals which is why we believe you embody the mission of the Mark Conference. We would love for you to share your experience, knowledge and journey with an audience of over 500 highly engaged and aspiring leaders. We aim to be creative with supplemental speaker benefits and incentives to generate an intense, exhilarating, and influential conference curriculum.

## Previous Speakers



**Laverne Cox**

Transgender Advocate &  
Critically Acclaimed Actress



**Alex Sheen**

Founder of *Because I  
Said I Would...*



**Kacy Catanzaro**

American Gymnast &  
American Ninja Warrior



**Ron Clark**

Founder of the Ron Clark  
Academy & Best-Selling Author



**John Bul Dau**

“Lost Boy” of Sudan &  
Genocide Survivor



**Pen Farthing**

CNN 2014  
Hero of The Year



**Kate Sweeney**

Vice President at  
Morgan Stanley



**Ella Watson Stryker**

2014 *Time's* Person  
of the Year

## Incentives

- Merchandise Tabling
- Brand Exposure to College Students
- Conference Attendee Meet & Greet Opportunities
- Photo, Video & Social Media Event Coverage
- Book Signings & Sale Opportunities

Be a part of Mark Leadership Conference history along with over ## inspiring individuals who have spoken at this conference over the years.

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## Projected Conference Itinerary (2016)

9:00am - 10:00am	Registration	Concourse
10:00 am - 11:35pm	Main Stage Speakers Session 1	Livingston Hall
11:45pm - 12:30pm	Breakout Session 1	Various Locations
12:30pm - 1:20pm	Lunch	Concourse & Food Court
1:30pm - 2:55pm	Main Stage Speakers Session 2	Livingston Hall
3:05pm - 3:50pm	Breakout Session 2	Various Locations
3:50pm - 4:50pm	Interactive Energizers	Various Locations & Concourse
5:00pm - 6:30pm	Main Stage Speaker Session 3	Livingston Hall
6:30pm - Onward	Social	Rutgers Zone

"I was devastated, defeated, but you know what you do during times like this? You take a shower, because they say all good ideas come in the shower, and I asked myself this one question—Chris, if you stopped now, if you gave up now, what would stop you from giving up in the future?"

### Chris Xia Ignite Speaker

View all past Ignite Speaker videos online at [markconference.rutgers.edu](http://markconference.rutgers.edu).



"The journey you are about to take is difficult, and it will be easy to give into your sickness, you will have moments of unspeakable guilt, where you will wonder if it's okay for you to want to live after spending so long wishing to die. Fight and hold faith in yourself, and know that you can do this, I know because I'm here to tell this to you and everyday I thank you for continuing on even when you thought you couldn't."

### Katherine Wright Ignite Speaker

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## Frequently Asked Questions

### How long are the presentations?

Main Stage presentations are 15-20 minutes, while Breakout Sessions are 30-40 minutes. The Breakout sessions are located in a more intimate setting of about 50 attendees. The conference is a full-day event, but the speaker time slot does not span the entire day. Our office is happy to discuss any presentation logistics, questions, or concerns.

### Why is the Mark Leadership Conference hosted at Rutgers University–New Brunswick?

Situated on Central New Jersey's Raritan River, Rutgers University–New Brunswick was founded before the nation. It is a proud member of the Association of American Universities, a Big Ten school, and the flagship of The State University of New Jersey. The Mark Leadership Conference is exclusive to Rutgers University, and its brand has grown so vast that other institutions send cohorts of students to participate. We appreciate speakers who are looking to spread awareness of their cause, mission, and brands and we are happy to highlight the work you do to our community members and constituents.

### Why a reduced fee?

Being an institution of higher learning, and not a business or corporation—we are a student run conference with a limited budget. The Mark Leadership Conference is unique in that we invite more than twenty speakers who embody the philosophy of the conference, but we strive to find individuals willing to be flexible with us and their typical conference fees.

### What should I talk about?

We have a content preparations team who will be in contact with you prior to the conference to assist you with your presentation. However, our philosophy is that every student possesses the potential to leave their “mark” on campus and in the world, and this conference should inspire them to action. The goal is to have students leave with an overwhelming feeling that they can take on that dream, idea or bucket list item.

## Contact Us

The **Leadership & Experiential Learning** team is made up of energetic and talented professionals that facilitate experiences such as the Mark Leadership Conference. Everything we do is hands-on, thought-provoking and offers opportunities for individuals at any level to develop leadership skills, discover purpose, and challenge the status quo.

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