MEDIA PRESS KIT
Planned by a dedicated team of Rutgers University 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 from Rutgers University and regional institutions a unique opportunity to acquire knowledge, cultivate passions, develop skills and network with inspiring professionals from various industries.

By showcasing an amazing line-up of speakers who rose to the occasion and made their distinctive marks on society, conference attendees will be empowered to think of themselves as *agents of change* on campus and beyond.
MARK CONFERENCE AT A GLANCE

• Date of Event: *Saturday, March 5th 2016*

• **450** Conference Attendees

• **20** Speakers, *TED-Styled* Format

• *Energizers* (Past conferences have had *laser tag*, *an African drum circle*, *3D Printing*, *a giant balloon pit*, a *highlighter dance party*, and more!)

• **Full Day** Leadership Experience

• *Trained Student Ignite* speakers

• *Break-Out Sessions*

Conference website: markconference.rutgers.edu
(2016 Mark website currently being updated)
Departmental website: leadership.rutgers.edu

And to learn more about our conference, click to see our 2015 Mark Conference Highlights Video
PREVIOUS SPEAKERS

Laverne Cox, Orange is the New Black
Frank Warren, Founder of Post Secret
Julian Huguet, The Science of Happiness Soul Pancake Host
Mark Elliot, an individual who cured his Tourette’s and is training others to do the same
Stephen Shedletzky, purpose consultant with Simon Sinek’s Start with Why contingent
Bill Yosses, former White House executive pastry chef
Rosemary Truglio, VP for Content and Curriculum for Sesame Street
Maysoon Zayid, famous Ted speaker with Cerebral Palsy
Pen Farthing, 2014 CNN Hero of the Year
Shaifali Puri, Global Innovation Director at Nike
Molly Barker, Founder of Girls on the Run Non-profit

The 2016 Mark Conference Speaker line-up will be announced once finalized.
MAKE YOUR MARK WITH US!

The Mark Conference Team & Rutgers Department of Leadership & Experiential Learning have been looking for influential leaders and inspiring organizations to share their experiences, expertise and insight on college students aspiring to make their mark on the world.

The work you’ve done is fascinating and so necessary. You are leaving your mark in so many profound ways, which is why we believe you embody the mission of the Mark Conference! Rutgers University would like to invite you to be a 2016 Mark Conference Sponsor.

“Leadership is not positional.
It’s not something that happens “when you enter the real world”.
It is not something elite or unattainable.
Leadership is courage in action and it happens everyday.”
Click Below to View Past Conferences!

Mark Conference 2015 Testimonials & Conference
Mark Conference 2015 Highlights
Mark Conference: Future Marks
Mark Conference 2014 Highlights

Take a Look at Our Student Ignite Speakers Below!

Katherine Wright: 2015 Mark Conference Ignite Speaker
Fullamusu Bangura: 2014 Mark Conference Ignite Speaker
In an effort to bring 20 different speakers to this Ted-styled event, we aim to be creative with supplemental sponsor benefits & incentives:

- Exposure to **Surrounding Colleges & Universities** and Schools Across the Country
- **Tabling of Merchandise**
- **Sale Opportunities**
- **Opportunity to Highlight your Brand/Organization Creatively**

We are always open to creative ideas on how we can highlight our sponsors. We appreciate sponsors who are willing to be flexible with us so if there’s something we can do to make your experience more valuable, please let us know!
PAST SPONSORS

Office of Disability Services
Helping you access Rutgers, everywhere!

RONALD MCDONALD HOUSE
WINSTON-SALEM
1. Is the Mark Conference like any other Leadership Conference?
No. The Mark Conference is not your traditional leadership conference. It is a unique production that highlights 20 mainstage speakers in a TED style format. This full day event consists of our Ignite Student Speakers, Breakout Sessions, and innovative and creative Energizers to keep attendees energy pumping throughout the day.

2. Why Rutgers?
Rutgers University is a major Big 10, research institution. In addition to being a member of the AAU, we are internationally renowned for transforming the student experience. The Mark Conference is a leadership production 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.

3. What kind of merchandise am I allowed to bring?
After disusing sponsorship logistic with our team we would be happy to sit one-on-one with you to discuss Rutgers University policy.

4. Where will I be set up during the conference?
Tables will be set up in the main concourse of the Livingston Student Center where 450 attendees will have the opportunity to experience your organization,
FREQUENTLY ASKED QUESTIONS...

5. What does the structure of the day look like (sample below, but note, itinerary is finalized in February)

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30am – 10:10am</td>
<td>Registration</td>
<td>Concourse</td>
</tr>
<tr>
<td>10:15am – 12:15am</td>
<td>Main Stage Speakers Session 1</td>
<td>Livingston Hall</td>
</tr>
<tr>
<td>12:20pm – 1:00pm</td>
<td>Breakout Sessions 1</td>
<td>Various Locations</td>
</tr>
<tr>
<td>1:05pm – 1:35pm</td>
<td>Lunch</td>
<td>Concourse &amp; Food Court</td>
</tr>
<tr>
<td>1:40pm – 3:00am</td>
<td>Main Stage Speakers Session 2</td>
<td>Livingston Hall</td>
</tr>
<tr>
<td>3:05pm – 3:50pm</td>
<td>Interactive Energizers</td>
<td>Various Locations</td>
</tr>
<tr>
<td>4:00pm – 4:40pm</td>
<td>Breakout Sessions 2</td>
<td>Various Locations</td>
</tr>
<tr>
<td>4:45pm – 6:15pm</td>
<td>Main Stage Speakers Session 3</td>
<td>Livingston Hall</td>
</tr>
<tr>
<td>6:15pm-Onward</td>
<td>Social</td>
<td>Rutgers Zone</td>
</tr>
</tbody>
</table>

*The Mark Conference is a full-day event but the speaker time slot does not span the entire day. The schedule is finalized by February and we’re happy to chat with you about logistics to meet both our needs and the needs of our speakers.*
SAVE THE DATE
SATURDAY, MARCH 5
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.

*Leaders are made, not born.*

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