



Centennial Signature Event Global Insight, Chicago

Building a Global Brand

What does it take to succeed in today's
increasingly globalized economy?

February 20, 2009

Reception

Welcome Remarks

Professor Torben Andersen, *Nathan S. and Mary P. Sharp Professor of Finance and Director of the International Business & Markets Program and Research Center*

Keynote Address

Mr. James Skinner, *CEO of McDonald's*
Question & Answer Session

Lunch

Kellogg Address

Dean Dipak C. Jain
Question & Answer Session

Joint Question and Answer Session

Coffee and Desserts