



STRATEGICALLY MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY

An Open Enrollment Executive/MBA Seminar
Presented by The Washington Campus

July 19-21, 2021 (Online)

Engage with the best expert practitioner faculty in the world: those shaping the future of US and global business, public affairs, and public policy. Learn how to lead and succeed in the New Normal of the US and global economies. Register now at: www.washcampus.edu

“This course exceeded all expectations. It should be required for all Executive MBAs and for anyone who sees themselves serving in or supporting the C-Suite in any type of organization.”

-- Recent Online Executive MBA Participant



- How current crises are changing business-government interactions at all levels
- How racial and social concerns are shaping business strategy and public policy
- Impact of unprecedented fiscal and monetary policy on US & global finance & economies
- Future of Big Tech and regulation: monopoly, data, privacy, cybersecurity, AI & policy
- Navigating changing trade and investment policies, new 'nationalisms' and supply chains
- Navigating evolving expectations of society and stakeholders re: the role of business
- Impact of the 2020 elections on the economy, trade, taxes, tech, health care and more

Working professional E/MBA students and alumni from both Washington Campus consortium and non-consortium accredited institutions are welcome to enroll. Content may qualify for up to 1.5-2 credit hours and also may qualify for CPE/CEU credits. Sample agenda attached. Individual tuition/registration for online format has been reduced to \$1950. For group registration, please contact: info@washcampus.edu. All online participants will be able to join future in-person, in-DC programming as conditions and scheduling allow.

STRATEGICALLY MANAGING BUSINESS, PUBLIC AFFAIRS, AND PUBLIC POLICY
Executive/MBA Virtual Residency: Online Agenda

SAMPLE
ONLINE AGENDA
(Actual 2020
Online EMBA
Program)

NOTE: 10:00am Eastern US start times are to accommodate multiple time zones

Monday (10am-6pm Eastern US)

- **Strategically Managing Business, Public Affairs, and Public Policy**
Dr. Michael D. Lord, President, The Washington Campus
- **360° Advocacy: The Evolution of Lobbying**
Hon. Bruce Mehlman, Executive Director, Technology CEO Council & Co-Chair, Internet Innovation Alliance; Former Assistant Secretary of Commerce for Technology Policy
- **Public Affairs and Public Policy: Key Challenges for Business**
Peter Carson, Managing Director, Public Affairs, Powell Tate Weber Shandwick
- **Strategic Management of Corporate Government Relations**
Amy Best Weiss, VP of Federal Government Relations, American Express
- **Making Sense of the New World Order: Fiscal Policy, Monetary Policy, and Financial Markets**
Dr. Doug Holtz-Eakin, President, American Action Forum; Former Director of the Congressional Budget Office and Chief Economist at the President's Council of Economic Advisers
- **Understanding and Navigating Political Partisanship: A Primer for Business Leaders**
Congressman Tom Davis, Partner, Holland & Knight; Former Head of Federal Relations at Deloitte, Former Member of Congress & Chair of the National Republican Congressional Committee

Tuesday (10am-6pm Eastern US)

- **Pandemics, Privacy, and Public Policy: Public Affairs and Government Relations in the Tech Sector**
Greg Maurer, Vice President, Public Policy, Facebook; Former VP of Public Policy, UPS
- **Navigating Trade Policy: Changing Dynamics of US-China Relations, Trade, and Supply Chains**
Wendy Cutler, Managing Director, Asia Society; Former Deputy U.S. Trade Representative
- **Understanding and Managing Regulatory Processes and Regulatory Advocacy**
Michael Fitzpatrick, Head of Global Regulatory Affairs, Google; Fmr. Head of Regulatory Affairs, GE
- **Strategically Using Associations and Coalitions: Information, Organization, and Advocacy**
Jim McGreevy, President and CEO, The Beer Institute
- **The Politics and Economics of Health Care Policy in the U.S.**
Howard Dean, MD, Former Governor of Vermont & Head of Democratic National Committee
- **The Role of Independent Regulatory Agencies: Case Study of the FTC**
Lesley Fair, Senior Attorney, Bureau of Consumer Protection, Federal Trade Commission

Wednesday (10am-5pm Eastern US)

- **Corporate Strategy and Public Affairs: Perspectives from Private & Multinational Firms**
Brad Figel, VP, Public Affairs, Mars Inc.; Former Global Director of Gov't & Public Affairs, Nike
- **Cybersecurity Policy: Challenges for Business and Government**
Ed Buckley, Senior Vice President, Global Cyber Public Policy, Bank of America
- **Understanding and Managing Social/Media in the Public Affairs Arena**
James Hohmann, National Politics, The Washington Post & Rick Klein, Political Director, ABC News
- **Why Executives and Entrepreneurs Must Understand Government: Lessons Learned**
Michael Steele, Political Analyst, NBC Networks; Former Lt. Governor of Maryland and Head of the Republican National Committee
- **Review, Integration, and Conclusion**



From Recent Online Executive MBA Participants

“This course exceeded all expectations. It should be required for all EMBA's and for everyone that sees themselves ever serving in or supporting the C-Suite in any organization.”

-- CDR G.F., UT-Austin/McCombs, US Navy

“It has been an incredible experience participating in the virtual residency through The Washington Campus. The panel of speakers has been extraordinary. I highly recommend it.”

-- J.C., Rice-Jones; Educational Consultant, Pearson

“The speakers were excellent. I left with refreshed perspective on how we all, both business and government, must work together on public policy. Thank you to The Washington Campus team for innovating and organizing a fantastic online experience for us!”

-- C.D., UNC-CH/Kenan-Flagler; Biopharma Tech Manager, GSK

“A great education in business and public policy! I definitely learned a lot – tremendous insights I otherwise would not have had access to. Will definitely recommend this unique online elective option to my classmates!”

-- Alex Moy, UCLA-Anderson; Wolters Kluwer Enablon

“Fantastic program – a highlight of my MBA experience. The online curriculum was very valuable, providing access to incredibly qualified speakers and an interesting agenda. Definitely would recommend the course to anyone looking for something outside the traditional MBA course load.”

-- J.P., U.Michigan-Ross; Product Development Leadership, Ford

“Great speakers – a fantastic, engaging virtual residency program!”

-- E.G., ASU-Carey; Engineer Officer, USAF

“The program was fantastic. An amazing online agenda with great speakers that made it so we all wanted to join in. Our interactions really drove the conversation of real-life, real-time scenarios, which was great! It was a highlight of my MBA experience.”

-- C.S., U.Florida-Warrington, Public Defender, State of Florida

“Great program!”

-- Aimee Hittinger, UCLA-Anderson; Enterprise Services, Microsoft