

2017 CUW  
Sports & Hospitality  
Networking Roundtable

Presented by  
FOUR  
POINTS  
BY SHERATON  
Milwaukee North Shore

*Their journey. Your path.*

#### THE FUNDAMENTALS

1. To date, we presently have 46 experts who represent 42 organizations in sport, hospitality, entertainment (including food and beverage), and events.
2. It will be held on Tuesday, Nov. 7 from 5:00-7:30 pm, in the Pharmacy Building on the CUW campus. CUW is located about 20 minutes north of downtown Milwaukee. For more information on our campus, please visit. [www.cuw.edu](http://www.cuw.edu).
3. Lodging for our guests from out of town will be provided by the [Four Points by Sheraton – Milwaukee North Shore](#).
4. Attached is a list of our Roundtable experts. This list will change in number and participants. It is NOT a completed list. We have many additional people who will likely commit very soon. To learn more about our present slate of experts, feel free to click on their names – the hyperlink will probably take you to their LinkedIn profiles. Clicking on the logos will take you to the organizational websites.

#### WHAT IS THE ROUNDTABLE?

- This is a free event. To avoid any confusion, this is NOT a panel discussion. This is, at its core, a networking event. I'm expecting 150-200 students to attend. These will be students from CUW (undergraduate students, graduate students) and the surrounding colleges/universities with programs or classes in sport, entertainment, hospitality and event management.
- In short, up to 50 experts in the overlapping sport, entertainment, hospitality and event management industries (and associates if they choose) will be situated at individual tables in our new Pharmacy Building. The intention is to invite a wide selection of experts ranging in age, experience, organizational role, industry type, etc. Undergraduate and graduate students will meet with the different experts that align with their career goals or interests. They can meet with 1 expert or 20 – whatever they can fit in 2.5 hours.
- *Compared to a traditional panel discussion, the roundtable is a much more individualized experience for the experts and the attendees – and that has led to its popularity and effectiveness.* As a faculty member we use this event to reinforce the importance of networking and mentoring; to expand students' visions on careers available in these massive industries; and (of course) to provide essential perspective not found within the walls of a classroom.

### WHAT'S IN IT FOR THE EXPERTS?

- For our experts, the biggest draw is *an opportunity to give back and provide some direct mentorship* to a group of students they can really associate with. (Many experts have shared with me over the years that they WISH they would have had an opportunity like this when they were in college. It is regularly said that they use it to provide the advice they wish they would have received.)
- In fairness, the experts do not have to prepare anything - besides sharing their insight and expertise and a stack of business cards. However, many use the event to network with each other, explore potential job candidates, promote internships or volunteer opportunities, etc. And yes, the event has led to business connections for the experts as well.

### WHAT'S IN IT FOR THE STUDENTS?

- For students, this is an opportunity to meet with experts in small groups or one-on-one. They'll get expand their professional networks and skills in this area, and get feedback on things ranging from specific industry trends to entering the business, job skills the expert views as important, etc.
- Frankly, they'll also be exposed to the vast variety of careers available in these areas – something they are in dire need of. They will grow from the event. From year to year you see networking skills evolve from awkward into confident. (It's really cool.)
- *Students are encouraged to reach out prior to the event, set informational interviews during the event, and follow up after the event. Hopefully the networking leads to an internship and, most importantly, it speeds the time to a job after graduation.*