



21st Century Leaders'
2024 Goizueta Youth Leadership Summit
Presented by Goizueta Gives
"Marketing"
February 10th, 2024

- 9:00am** **21CL & Student Welcome**
Kate Hewitt, Executive Director, 21st Century Leaders (21CL)
Student Welcome: Olaoluwa Oguneye, Decatur High School, Youth Ambassador
- 9:15am** **Goizueta Gives + Student Welcome**
Student Intro: Brianna Hare, Davidson Fine Arts Magnet School, Youth Ambassador
Speaker: Fernando Guerena, MBA Candidate, Class of 2024
- 9:30am** **Keynote Speaker**
Student Intro: Ishita Sukul, Johns Creek High School, Youth Ambassador
Speaker: Glen Jackson, CEO and Co-Founder, Jackson Spalding
- 10:00am** **Meet the MBA Coaches**
- 10:30am** **Group Work and Case Prep with MBA Coaches (Break out rooms)**
- 12:00pm** **Lunch Break**
- 12:55 pm** **Transition back into groups**
- 1:00pm** **Finalize Case Solutions & Practice**
- 2:15pm** **Team Presentations (two separate rooms)**
- 3:15pm** **Keynote Speaker**
Student Intro: Emmanuela Ejoga, North Cobb High School, Youth Ambassador
Speaker: Omar Rodriguez, Professor of Marketing Practice, Goizueta Business School
- 3:50pm** **Winners Announced**
- 3:55pm** **Sharpen the Saw & Closing Thoughts**
Student Thank You: Joshua Girgis, Montessori School of Rome, Youth Ambassador
Tim Parham, Director of Programs & Operations, 21st Century Leaders
- 4:00pm** **Dismissal**
Submit your evaluation to receive your swag

Don't forget to apply for a 21CL summer leadership institute before the March deadlines, and/or enroll in Leadership Connect to continue your leadership journey!