### The Communication Lab, MIT School of Engineering

**SUMMER INSTITUTE AGENDA | LOCATION: Building 24, Room 213**

#### Monday July 24
- 8:30 – 9:00  Breakfast
- 9:00 – 10:00  Welcome, introductions, and overview
- 10:00 – 11:30  Educational philosophy: our theory and practices
- 11:30 – 12:30  Lunch
- 12:30 – 1:30  Panel discussion: Department heads and faculty
- 1:30 – 3:45  Strategic Planning 101
- 3:45 – 4:00  Wrap up

#### Tuesday July 25
- 8:30 – 9:00  Breakfast
- 9:00 – 11:30  Sociology + Anthropology: understanding your community
- 11:30 – 12:30  Lunch
- 12:30 – 1:30  Panel discussion: MIT Communication Fellows
- 1:30 – 3:45  Strategic Planning 102
- 3:45 – 4:00  Wrap up

#### Wednesday July 26
- 8:30 – 9:00  Breakfast
- 9:00 – 11:30  Customer Service + Management: providing the best experience
- 11:30 – 12:30  Lunch
- 12:30 – 1:30  Panel discussion: MIT Communication Fellows
- 1:30 – 3:45  Strategic Planning 103
- 3:45 – 4:00  Wrap up

#### Thursday July 27
- 8:30 – 9:00  Breakfast
- 9:00 – 11:30  Business + Innovation: designing a business model and scaling up
- 11:30 – 12:30  Lunch
- 12:30 – 1:30  Panel discussion: Communication Lab Founder, Jaime Goldstein
- 1:30 – 3:45  Strategic Planning 104
- 3:45 – 4:00  Wrap up