

Innovation and Business Week at Georgetown University

Washington D.C.

26th February – 5th March 2017



The Advanced Leadership Foundation together with Georgetown University CIED (Center for Intercultural Education and Development) develop programs according to the needs of their partners, in this case the Universidad de Lima. Their personalized academic exchange programs have the experience, resources and prestige of Georgetown University.

Georgetown University:

Located in a historic neighborhood in the United States capital, Georgetown offers rigorous academic programs, a global perspective, exciting ways to take advantage of Washington D.C., and a commitment to social justice. Their community is a tight knit group of remarkable individuals interested in intellectual inquiry and making a difference in the world.



Georgetown area:

Georgetown is a historic neighborhood, commercial, and entertainment district located in northwest Washington, D.C., situated along the Potomac River. The primary commercial corridors of Georgetown are M Street and Wisconsin Avenue, whose high fashion stores draw large numbers of tourists as well as local shoppers year-round. There is also the Washington Harbour complex on K Street, on the waterfront, featuring outdoor bars and restaurants popular for viewing boat races. Between M and K Streets runs the historic Chesapeake and Ohio Canal, today plied only by tour boats; adjacent trails are popular with joggers or strollers.



For more information, contact: marbulu@aleadership.org



Tentative Itinerary:

Sunday 26th February: Arrive at Washington D.C. Dulles International Airport in the afternoon. At 7:00pm head to the Georgetown University campus and check in at the Hotel and Conference Center.

Monday 27th February: After breakfast, experience a walking tour around the University campus and neighborhood, guided by Georgetown University full time students to get to know the area before starting class. In the afternoon, meet your professors for the first lecture: **Innovation Management**. After, enjoy a group welcome dinner in one of the best restaurants in the area.

Tuesday 28th February: In the morning, head to your classroom to continue with the seminar: Innovation in a New Era. Enjoy a lunch break with your friends around campus or the Georgetown area. Head back to class for the afternoon session.

Wednesday 1st March: During the morning, continue with the seminar: Competing in a Flat World. After lunch meet the group and head to the center of Washington D.C. to experience a tour at the Capitol, explore the Exhibition Hall and visit the Galleries of the chambers of the House of Representatives and Senate. If Congress is in session, you might see legislative history being made.

Thursday 2nd March: Full day of class focused on Marketing in a Connected World and wondering around campus at Georgetown University.

Friday 3rd March: Last day of class at Georgetown University based on Innovation in **Emerging Markets** and closure ceremony for the lectures. Make sure to go to bed early for the upcoming day.

Saturday 4th March: Meet the group early on campus and head to the National Mall at Washington D.C. center. Experience a bike guided tour and get to know the area, monuments and history of the city. After lunch, meet the group again for a full tour of the selected museum. Enjoy a group farewell dinner in the city center before heading back to the Georgetown area.

Sunday 5th March: Enjoy a morning off from class, get to spend it with your friends around the Georgetown neighborhood. Sight seeing or doing some shopping, explore the area or try a popular Georgetown Cupcake. At 4pm, be ready to leave campus and head back to Dulles International Airport to catch the flight back to Lima.

The Advanced Leadership Foundation is an American-based organization, committed to the training and empowerment of the next generation of global leaders. The Foundation has a world-class Board of Advisors which reinforces our commitment to excellence in all of our programs.

For more information, contact: marbulu@aleadership.org



ADVANCED LEADERSHIP FOUNDATION



GEORGETOWN
UNIVERSITY
CENTER FOR INTERCULTURAL
EDUCATION AND DEVELOPMENT

