



**Welcome to the
2026 Visiting Professor Program**

Your VPP Team



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Our Inspiration for the VPP Curriculum



2026 Visiting Professor Program Participants



2026 Visiting Professor Program Agenda

Monday June 1	Tuesday June 2	Wednesday June 3	Thursday June 4	Friday June 5
<p><i>Begins at 2pm</i></p> <p>Envisioning the Future of Marketing and Advertising</p> <p>Overview at Fordham University</p>  <p>Introductions, presentations, and welcome reception</p>	<p><i>Brand & Creativity</i></p> <p>McCANN *</p>	<p><i>Media</i></p> <p>Still working on something great</p>	<p><i>Technology</i></p>  <p>*</p>	<p>Teaching Workshop</p> 
	<p><i>Brand & Creativity</i></p> <p>amazon *</p>	<p><i>Inclusive Marketing</i></p>  <p>*</p>	<p><i>Data/Measurement</i></p>  <p>*</p>	<p><i>SkillsBuild Workshop</i></p> 
				<p><i>AI Deep Dive</i></p>  <p>*</p>

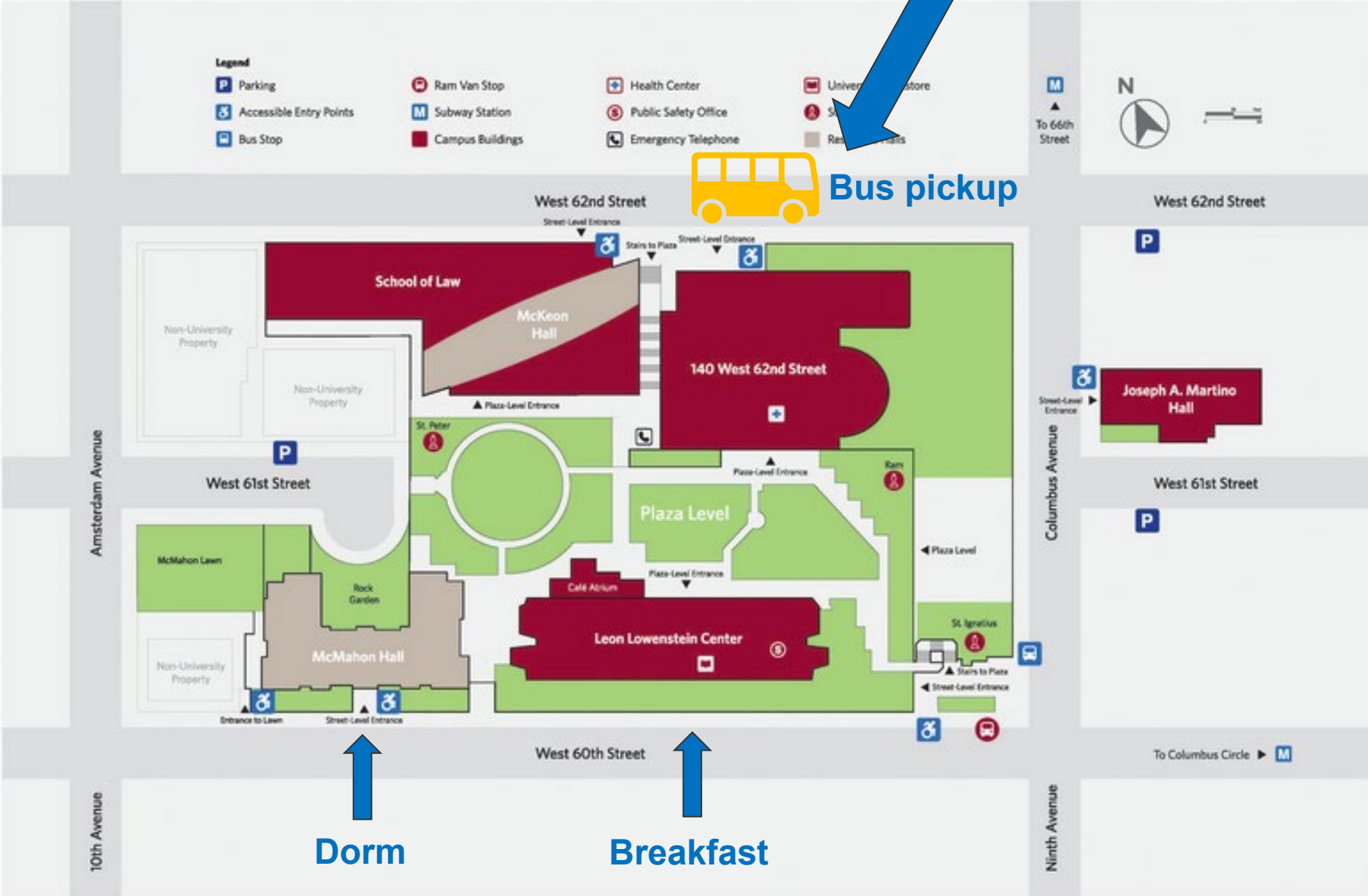
*Denotes an on-site visit

Typical days will be 9am-5pm with lunch provided around noon

Insider Tips

- Not all sessions are built the same
- This can be a marathon!
- Consider how the information learned during each session can be used to transform your teaching – we will workshop ideas Friday morning
- Use the Class of 2026 VPP WhatsApp group to connect with your fellow VPPs before and during your week in NYC

Fordham Lincoln Center Campus



What to Expect from Fordham Dorm Life



Next Steps

- No further changes to your VPP Housing & Catering Survey-thanks!
- Check out our FAQs at aef.com/vpp-faq/
- Join our WhatsApp group and introduce yourself by stating your name, school, and research interest
 - Use WhatsApp to network with each other ahead of time and during VPP
 - I will send any updates or announcements via WhatsApp before and throughout the VPP week
 - If you want to go to a show, Yankees game, specific restaurant – use WhatsApp to see if your cohort would like to join you



Class of 2026 VPPs

WhatsApp group



The background is a light blue color filled with a repeating pattern of colorful speech bubbles. Each bubble is a different color (red, yellow, pink, white) and contains a dark blue question mark. The bubbles are scattered across the entire frame, creating a busy, question-oriented visual.

Any further questions?

**What are you most
excited about?**