

February 7, 2008

DAY 1: CMO SUMMIT

Satow Room, 5th Floor, Lerner Hall, Columbia University

11:45 am - 12:00 pm	Registration
12:00 pm - 12:15 pm	Welcome and Introductions
12:15 pm - 1:00 pm	Lunch and Keynote: "Building Brands in a New Media Environment" Pamela Kaufman, Chief Marketing Officer, Nickelodeon/MTVN Kids and Family Group
1:00 pm - 2:15 pm	Roundtable 1: "Sourcing, Evaluating, and Executing Innovative Ideas" Bernd H. Schmitt, Exec. Director, Center on Global Brand Leadership
2:15 pm - 2:30 pm	Break
2:30 pm - 3:45 pm	Roundtable 2: "Engaging Customers Today – Influencing Brand Ambassadors in the New Media Environment" led by Francois Gossieaux and Lois Kelly, Partners, Beeline Labs
3:45 pm - 4:00 pm	Break
4:00 pm - 5:00 pm	Roundtable 3: "The New Marketing Department – Challenges, Opportunities, and Skill Sets" led by Maryam Banikarim, CMO, Univision and David Rogers, Director, Center on Global Brand Leadership

February 8, 2008

DAY 2: MAIN CONFERENCE DAY

Lecture Hall, 3rd Floor, Journalism Building, Columbia University

8:00 am - 8:30 am	Registration
8:30 am - 8:45 am	Introduction and Overview
8:45 am - 9:15 am	BRITE Jury Award for Big Thinker Marty Homlish, Global Chief Marketing Officer, SAP; introduced by Bernd H. Schmitt, Exec. Director, Center on Global Brand Leadership
9:15 am - 10:00 am	"Social Networks and Online Communities" Mike Hemingway, Global Managing Director, Ogilvy; Paul Ingram, Kravis Professor of Business, Columbia; Bänz Ledin, Creator & Managing Director, Spotme; Craig Newmark, Founder, Craigslist; Diane Ty Director of Strategic Market Development, AARP; moderated by Leslie Forde, VP of Strategic Alliances, Communispace
10:00 am - 10:30 am	Break: blogging and networking with SpotMe technology
10:30 am - 11:15 am	"Building Brands in Interactive Media: Engagement and ROI in Gaming, Mobile, and the Web" Carol Koh Evans, General Manager, Massive (Microsoft); Andrew Miller, CEO, Quattro Wireless; Yuval Zukerman, Technical Architect, Molecular; moderated by Bernd H. Schmitt
11:15 am - 11:45 am	One-on-One: "The Role of Advertising in an Interactive Age" Bob Greenberg, CEO/Global Chief Creative Officer, R/GA with David Rogers, Director, Center on Global Brand Leadership
11:45 am - 12:15 pm	Audience Choice: BRITE Big Thinker Award for 2007
12:15 pm - 1:30 pm	Lunch at Columbia University Faculty House
1:30 pm - 2:15 pm	"Building a Culture of Innovation within the Organization" Mark Kershnik, Executive Director of Market Research, Eli Lilly; Patia McGrath, Global Director of Innovation and Strategic Connections, GE; Moderator: Bernd H. Schmitt
2:15 pm - 3:00 pm	"Open Source Models of Innovation: Crowd-Sourcing, Open Platforms, and Customer Co-Creation" David Hsieh, Senior Director, Corporate Marketing, Cisco; Mark Peterson, Director of External Business Development, Procter & Gamble; Paal Smith Meyer, Head of the New Business Group, LEGO; Moderator: David Rogers
3:00 pm - 3:30 pm	Break: Hands-On Technology Demos
3:30 pm - 4:00 pm	"Big Think Strategy: Leading Organizations that Lead Market Change" Bernd H. Schmitt
4:00 pm - 4:45 pm	"TV 2.0, Online Video, and the Future of User-Generated Content" Ron Berryman, Senior VP, FOX Interactive Media; Aaron Cohen, CEO, Bolt.com; Steve Rosenbaum, Founder and CEO, Magnify.net; Stephen Voltz, EepyBird.com; Moderator: Yaron Samid, Co-founder, Pando Networks
4:45 pm - 5:00 pm	Summary and Key Take-Away's