March 4, 2009
BRITE’ 09
Day one

8:00-8:30 am  Registration and networking

8:30-8:50 am  **Overview: Marketing and Innovation in an Age of Uncertainty**
*David Rogers*, Host of BRITE, and Exec. Director, Center on Global Brand Leadership

8:50-10:20 am  **THEME 1: Digital Marketing that Works - Cases from the Front Lines**
*Jeff Fleischman*, Senior VP, Customer Experience, Citibank
*Darryl Gehly*, Executive VP, Isobar
*Max Kalehoff*, VP, Marketing Clickable
*Sanjay Sood*, Faculty Director, UCLA Entertainment and Media Management Institute

10:20-10:35 am  Networking break

10:35-12:20 pm  **THEME 2: The Future of Media and the Prospects for Brands.**
*Lisa Hsia*, Senior VP, New Media & Digital, Bravo TV
*Steve Rubel*, Senior VP, Director of Insights, Edelman Digital
*Avner Ronen*, CEO of boxee
*Jeff Jarvis*, new-media columnist for The Guardian in London

12:20-1:20 pm  Lunch: Roone Arledge Auditorium

1:20-2:50 pm  **THEME 3: Crowdsourcing, Tribes, and Online Communities.**
*Jeff Howe*, Contributing Editor, Wired Magazine
*Mark Yolton*, Senior VP, SAP Community Network, SAP
*Adam Nash*, Senior Director, Product & User Experience, LinkedIn

2:50-3:15 pm  **BRITE Big Thinker Audience Awards**
*Bernd H. Schmitt*, Faculty Director, the Center on Global Brand Leadership and members of the BRITE Network

3:15-3:30 pm  Networking break

3:30-5:00 pm  **THEME 4: Innovation and the Next Generation of Business.**
*Umair Haque*, Director, Havas Media Lab
*Aaron Cohen*, Founding Partner, TechAviv
*Yaron Samid*, Founder, TechAviv
*Jagdish Bhagwati*, University Professor of Economics, Columbia University

5:00-5:30 pm  **Summary: Where Do We Go from Here?**
*David Rogers*
March 5, 2009
BRITE’ 09
Day two

8:00-8:30 am  Registration and networking
8:30-8:40 am  Welcome and introduction
8:40-9:20 am  **Keynote: Tribes and the Power of Online Communities**

*Seth Godin*, author of “Tribes,” “Purple Cow,” “Unleashing the Ideavirus,” and the
most popular marketing blog in the world

9:20-9:35 am  Networking break

9:35-10:35 am  **Parallel Breakouts:**

*Session 1: Beyond Advertising: New Practices in a Digital Age [Room 555]*

*Ross Buchanan*, Director, Digital and Relationship Marketing, Molson

*Alyson Meranze*, VP, Digital Content & Strategy, American Express

*Freddy Mini*, CEO, Netvibes

*Eli Noam*, Professor of Finance and Economics, Columbia Business School, and Director
of the Columbia Institute for Tele-Information

*Don Sexton*, Professor, Columbia Business School, and Director, the Jerome A. Chazen
Institute of International Business

*Session 2: Embrace CSR or Fail: Now You Need to Do Good in Order to Do Well [Room 569]*

*Lisa Honig Buksbaum*, CEO & Founder, Soaringwords

*Mark Kershisnik*, Executive Director, Lilly Market Research

*Session 3: Marketing to Customer Networks: Five Behaviors on which to Build Your Brand [Satow Room]*

*David Rogers*, Executive Director, the Center on Global Brand Leadership

10:35-10:50 am  Networking break

10:50-11:35 am  **Parallel Breakouts:**

*Session 4: Imagining the Future: the Next Wave of New Media and How It Will Shape Customer Experiences of Brands [Room 555]*

*Bernd H. Schmitt*, Faculty Director, the Center on Global Brand Leadership

*Session 5: Tribilization of Business: Best & Worst Practices for Company-Run Online Communities [Satow Room]*

*Francois Gossieux*, Partner, Beeline Labs

*Ed Moran*, Director, Deloitte & Touche

*Session 6: Innovating During the Downturn: How to Survive Our Own Worst Case Scenarios [Room 569]*

*Carsten Wierwille*, General Manager, frog design, New York

11:35-11:50 am  Networking break

11:50-12:20 pm  **Report-Backs from Breakout Sessions**

12:20-12:30 pm  **Wrap-up and invitation to the BRITE Network**