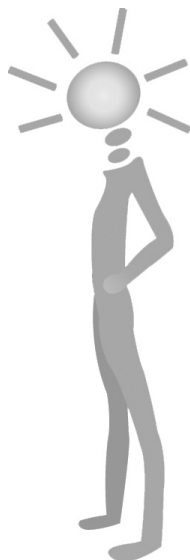


March 4, 2009

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 (line Communities [Satow Room]**
Francois Gossieaux, 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**

