

March 31, 2010

BRITE '10

Day One, Roone Arledge Auditorium

8:00-9:00 am	Registration and networking
9:00-10:55 am	<p>SESSION 1</p> <p>Welcome & Overview</p> <p><i>David Rogers</i>, Executive Director, the Center on Global Brand Leadership <i>Bernd H. Schmitt</i>, Faculty Director, the Center on Global Brand Leadership</p> <p>“United Breaks Guitars: The Voice of the Customer in the Digital Age” <i>Dave Carroll</i>, Singer/Songwriter</p> <p>“From my.BarackObama.com to the Red Cross: Engaging and Mobilizing Communities Online” <i>Thomas Gensemer</i>, Managing Partner, Blue State Digital</p> <p>“Measuring Diffusion and Influence on Twitter” <i>Duncan Watts</i>, Principal Research Scientist, Yahoo! Research</p>
10:55-11:15 am	Networking break
11:15-1:00 pm	<p>SESSION 2</p> <p>“Open Innovation and the Challenges & Opportunities of Building an Innovation Culture” <i>Dwayne Spradlin</i>, CEO, InnoCentive</p> <p>“From Scarcity to Abundance: Collaboration and Sharing in Networks” <i>Robin Chase</i>, Founder and former CEO, Zipcar</p> <p>“The Network Is Your Customer: Five Strategies to Thrive in a Digital Age” <i>David Rogers</i></p>
1:00-2:00 pm	Lunch
2:00-3:35 pm	<p>SESSION 3</p> <p>“Brand Bubbles and the Post-Crisis Consumer” <i>John Gerzema</i>, Chief Insights Officer, Young & Rubicam</p> <p>“The Death of Linearity, or Why I Have No Idea What I Will Talk About (But Still Know I Will Talk about Something... In Circles)” <i>Bernd Schmitt</i></p> <p>“Open Source Hacking, DIY, and Making Machines that Make Anything.” <i>Bre Pettis</i>, Founder, MakerBot Industries and Thingiverse</p>
3:35-3:55 pm	Networking break, with MakerBot demo

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3:55-5:35 pm

SESSION 4

"Asia and Beyond: How New Media Are Shaping the Entertainment Industry"

Miky Lee, Vice Chairman, CJ Entertainment & Media

"Engaging Audiences in a Changing Media Landscape: the Future of Public Radio"

Vivian Schiller, President and CEO, NPR

"New Business Models for News in the Digital Age"

Jeff Jarvis, Associate Professor, Graduate School of Journalism, CUNY

5:35-5:50 pm

Summary & Parting Questions

David Rogers

6:00-7:00 pm

Wine and Beer Reception

Schmooze time!

April 1, 2010

BRITE '10

Day Two

- 8:00-9:00 am Registration and networking
- 9:00-9:50 am MORNING PLENARY - Roone Arledge Auditorium
“Building Community for Consumer Insights, Innovation and Brand Advocacy”
Aliza Freud, Founder and CEO, SheSpeaks, Inc.
- “Customer-Focused Innovation: Samsung Electronics and Digital Imaging”**
Bernd Schmitt, Faculty Director, the Center on Global Brand Leadership
Yoon C. Lee, Vice President, Product Innovation Team, Samsung Electronics
Reid Sullivan, Senior Vice President, Mobile Entertainment, Samsung Electronics
- 9:50-10:05 am Networking break
- 10:05-11:05 am PARALLEL BREAK OUTS: (60 MIN)
Session 1: “BRITE Tech Demo” - [ROOM 555]
Nate Westheimer, Co-Founder and EVP of Product & Technology, AnyClip
Tony Jebara, Co-Founder and Chief Scientist, Sense Networks
Ran Harnevo, Co-Founder and CEO, 5min
Shay David, Co-Founder and VP Business and Community Development, Kaltura
Marc Hadfield, Co-Founder and CTO, Alitora Systems
Ori Inbar, Co-founder, Ogmento
Moderator - *Matthew Quint*, the Center on Global Brand Leadership
- Session 2: “Bridging Theory and Practice: How University Research Collaborations Can Yield Tangible Results for Business” - [ROOM 569]**
Aliza Freud, Founder and CEO, SheSpeaks, Inc.
Bernd Schmitt, Faculty Director, the Center on Global Brand Leadership
Olivier Toubia, Research Director, the Center on Global Brand Leadership
Jonathan Levav, Associate Professor of Marketing, Columbia Business School
Oded Netzer, Associate Professor of Marketing, Columbia Business School
- Session 3: “Myths and Realities of Building Brands in the Online World” [ROONE ARLEDGE AUDITORIUM]**
John Mayo-Smith, Executive Vice President and CTO, R/GA
Richard Cacciato, Co-founder, Blue Iceberg
Elena Perez, Director of Marketing, Medialets
Rajeev Kohli, Professor of Marketing, Columbia Business School
Moderator - *Anton Meyer*, Chair of Marketing, University of Munich
- Session 4: “Innovation Workshop: Applying Design Thinking to Tackle Marketing Challenges for the Future” - [SATOW ROOM - 5th Fl.]**
Luke Williams, Independent consultant and Fellow at Frog Design
- 11:05-11:20 am Networking break

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Day two (Continue)

- 11:20-12:05 pm PARALLEL BREAK OUTS
- Session 5: “The New Digital Music Business: How New Media are Shaping Business and the Way Entertainment Shapes Other Brands”**
[ROOM 555]
DeVon Harris (aka *Devo Springsteen*), Founder and CEO, Astor Place Media
Seth Schachner, Vice President, Digital Business-Latin Region, Sony Music
Marlon Ray, Founder and President, Fifty100
Moderator - *Don Sexton*, Professor of Marketing, Columbia Business School
- Session 6: “Business in Beta: Designing and Scaling New Growth Ventures”**
[SATOW ROOM - 5th Fl.]
Ryan Jacoby, Associate Partner, IDEO
- Session 7: “The Future of Content Online: Cursed Moguls, Hyperlocal News, and Advertising on the Web” - [ROONE ARLEDGE AUDITORIUM]**
Ava Seave, Principal, Quantum Media
Chris Tolles, CEO, Topix
- 12:05-12:20 pm Networking break
- 12:20-12:50 pm **Report-Backs from Breakout Sessions - [ROONE ARLEDGE AUDITORIUM]**
- 12:50-1:00 pm Wrap-up and invitation to the BRITE community
David Rogers