

March 2, 2011

BRITE '11

Day One, Boone Arledge Auditorium

- 7:45-8:45 am Registration and networking
- 8:45-10:40 am SESSION 1
Welcome & Overview
David Rogers, Host of BRITE and Executive Director, Center on Global Brand Leadership at Columbia Business School.
Bernd Schmitt, Faculty Director of the Center on Global Brand Leadership, Professor of International Business, Columbia Business School
Matthew Quint, Assistant Director of the Center on Global Brand Leadership
- “Audience First: How Marketers Can Meet the Challenge of the New Media World”**
Antonio Lucio, Global Chief Marketing Officer, Visa Inc.
- “Eleven Digital Trends to Watch in 2011”**
Steve Rubel, Senior Vice President, Director of Insights, Edelman Digital
- “Building the Netflix Brand”**
Neve Savage, Vice President, Consumer Marketing, Netflix
- “The big ideaL: Brands with a Higher Purpose”**
Tim Maleeny, Head of Planning, Ogilvy North America
- Q&A with Neve Savage & Tim Maleeny**
Abbey Klaassen, Executive Editor, Advertising Age
- 10:40-11:00 am Networking break
- 11:00 am-1:10 pm SESSION 2
“Disruptive Innovation: A Revolution in Thinking”
Luke Williams, a Fellow at frog design and professor of innovation at NYU
- “The Human Side of Brands: How Social Media is Transforming Customer Support”**
Frank Eliason, Senior Vice President of Social Media, Citi
- “Radical Authenticity: The Story of the Domino’s Pizza Turnaround”**
Russell Weiner, Chief Marketing Officer, Domino’s Pizza

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| 1:10-2:10 pm | Lunch |
| 2:10-3:30 pm | <p>SESSION 3</p> <p>“Socializing Brands & Activating Digital Communities: From Buzz to Influence to Action”</p> <p><i>Josh Millrod</i>, Digital Strategist, Weiden+Kennedy
<i>Jason Clement</i>, Director of Emerging Platforms, Wieden+Kennedy</p> <p>“iLuminate: a Multimedia Performance”</p> <p><i>Miral Kotb</i>, Founder, iLuminate</p> <p>“Using Health as a Strategy for Competitive Advantage”</p> <p><i>Hank Cardello</i>, Director of the Hudson Institute’s Obesity Solutions Initiative and author of <i>Stuffed: An Insider’s Look at Who’s (Really) Making America Fat</i></p> <p>“Announcing HEEP: the Healthy Eating Experience Project”</p> <p>Bernd Schmitt</p> |
| 3:30-3:50 pm | Networking break |
| 3:50-5:45 pm | <p>SESSION 4</p> <p>“Survey Results on Marketing Innovation”</p> <p><i>Linda Passante</i>, CEO, The Halo Group</p> <p>“Video Advertising 2.0: Look at Your Media Plan... Now Look at Me”</p> <p><i>Mike Steib</i>, Director of Video Ads, Google</p> <p>“Brands and the Power of Customer Service”</p> <p><i>Olivier Toubia</i>, Research Director of the Center on Global Brand Leadership
<i>Paolo Righetti</i>, Chief Executive Officer, gn Italy, GN Research
<i>Alan Truitt</i>, Global Chief Business Development Officer, Teleperformance</p> <p>“The Power of Purpose in a Transparent World”</p> <p><i>Carol Cone</i>, Managing Director, Edelman Citizenship</p> |
| 5:45-7:00 pm | <p>Wine and Beer Reception</p> <p>Schmooze time!</p> |

March 3, 2011

BRITE '11

Day Two, Boone Arledge Auditorium

- 8:30-9:00 am Registration and networking
- 9:00-9:50 am MORNING PLENARY
**“The Art of Choosing:
How Marketers Can Navigate a World of Overwhelming Consumer Choice”**
Sheena Iyengar, S.T. Lee Professor of Business, Columbia Business School
- 9:50-10:05 am Networking break
- 10:05-11:05 am PARALLEL BREAK OUTS: (60 MIN)
- Room 555, 5th Floor Session 1: “Corporate Brand Maximization: How to Ensure You Are Getting the Full Value of Your Brand”**
Tim Robinson, Managing Director, CoreBrand
- Auditorium Session 2: “The Future of Digital Marketing”**
Asim Ansari, William T. Dillard Professor of Marketing at Columbia Business School
Renée Horne, Director, Digital & Social Media Engagement, FedEx
Dustin Ritter, Director of Marketing, PTI Marketing Technologies
Robert Russell, Director of Mobile Marketing Solutions, AT&T
- Satow Rm. 5th Floor Session 3: “Healthy Eating & Healthy Brands”**
*Hank Cardello, author of Stuffed:
An Insider’s Look at Who’s (Really) Making America Fat*
Joanna Castellano, Founder, Q:Quest Inc.
*Laurette Dubé, James McGill Chair of Consumer and Lifestyle Psychology
and marketing, McGill University*
Chris McCarthy, Executive VP, TNS-Landis
Bernd Schmitt, Faculty Director of the Center on Global Brand Leadership
*Karen Watson, SVP and Managing Director of Government and Public Sector,
The Nielsen Company*
- 11:05-11:20 am Networking break

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BRITE '11

Day Two, Boone Arledge Auditorium

11:20 am - 12:05 pm PARALLEL BREAK OUTS: (45 MIN)

**Room 555, 5th Floor Session 4: "Workshop on the Hyper Social Organization:
Best Practices for Building a People-Powered Brand in the Digital Age"**
Francois Gossieaux, author of The Hyper-Social Organization

Auditorium Session 5: "The Future of Social Commerce"
Bill Chasen, Co-founder/CEO, Stickybits
Marissa Evans, Founder/CEO, GoTryItOn
Leonard Lee, Associate Professor of Marketing, Columbia Business School
Sheryl RothRogers, Chief Marketing Officer, Mom Central Consulting

Satow Rm. 5th Floor Session 6: "Global View: Brands in China, Russia, Latin America"
Saul Gitlin, Executive VP, Strategic Services, Kang & Lee Advertising
Rolf Glöckler, Managing Partner, Gloeckler & Co. GmbH
Anton Meyer, Chair of Marketing at the Ludwig-Maximilians-University Munich
Shari Novick, Founder/CEO, Planetsur

12:05-12:20 pm Networking break

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

12:50-1:00 pm Wrap-up and invitation to the BRITE Network