

March 5, 2012

BRITE '12

Day One, Roone Arledge Auditorium

8:00-8:45 am Registration and networking

8:45-10:35 am SESSION 1

Welcome

Gita Johar, Senior Vice Dean, Columbia Business School

Overview

Center Team: *Bernd Schmitt, David Rogers, Olivier Toubia, Matthew Quint, Alison Abodeely*

"The Human Element"

Bob Garfield, Host, NPR's On The Media; editor for Ad Age

"From Tehran to Tahrir: What Does Twitter Have to Do with Revolution?"

Prof. Zeynep Tufekci, University of North Carolina

"How Language Savvy Machines Could Turn Marketing Upside-Down"

Stephen Baker, Author, Final Jeopardy and The Numerati

10:35-11:05 am Networking break

11:05 am-1:00 pm SESSION 2

"5 Strategies for Entrepreneurial Branding"

Julie Cottineau, Founder, BrandTwist; former VP of Brand, Virgin USA

"Mine Your Own Business"

Prof. Oded Netzer, Columbia Business School

"Reinventing American Express to Serve a Changing Customer"

John Hayes, Chief Marketing Officer, American Express

1:00-2:00 pm Lunch

March 5, 2012

BRITE '12

Day One, Boone Arledge Auditorium

2:00-4:05 pm

SESSION 3

“The Path to Purchase – Moving at the Speed of Digital”

Marc Speichert, Chief Marketing Officer, L’Oreal USA

“Talent Innovation and the Performance Paradox”

Cathy Benko, Vice Chairman & Managing Principal, Brand, Deloitte

“New Survey Results: Marketing Measurement in a Time of Transition”

Prof. Don Sexton, Columbia Business School

Randall Ringer, President, NY American Marketing Association;

Chief Executive Officer, Verse Group

“Which Half of My Digital Is Working?”

David Rogers, Host, BRITE conference; author, *The Network Is Your Customer*

4:05-4:25 pm

Networking break

4:25-5:50 pm

SESSION 4

“Does Brand Simplicity Matter?”

Howard Belk, Co-President and CEO, Siegel+Gale

Brian Rafferty, Global Director of Customer Insights, Siegel+Gale

“Augmented Reality: The Next ‘Killer’ App?”

Chas Mastin, Chief Technology Officer, 5ivePoints

“Happy Customers Everywhere”

Prof. Bernd Schmitt, Columbia Business School;

author, *Happy Customers Everywhere*

5:50-7:00 pm

Wine and Beer Reception

Schmooze time!

March 6, 2012

BRITE '12

Day Two, Boone Arledge Auditorium

8:20-8:50 am Registration and networking

8:50-9:45 am MORNING PLENARY

Auditorium "Publicness vs. Privacy in the Digital Age"

Jeff Jarvis, Author, Public Parts and What Would Google Do?

9:45-10:05 am Networking break

10:05-11:00 am PARALLEL BREAK-OUTS: (55 MIN)

Auditorium Session 1: "Navigating a World Where Everyone Is a Media Company"

John Mayo-Smith, Executive Vice President, Chief Technology Officer, R/GA

Steve Rosenbaum, CEO, Magnify.net; author of Curation Nation

Prof. Sree Sreenivasan, Columbia University Graduate School of Journalism

Frederick Townes, Founding CTO, Mashable; founder of W3 EDGE

Matthew Quint, Associate Director, Columbia Business School [moderator]

Room 555, 5th Floor Session 2: "Effectively Accounting for Social Media in Brand Valuation"

Tim Robinson, Managing Director, Research & Analytics, CoreBrand

Jonathan Paisner, Brand Director, CoreBrand

**Satow Rm. 5th Floor Session 3: "Enterprise Brand Management Technologies:
Controlling your Brand Internally, Across Sales Channels, and in the Marketplace"**

Dustin Ritter, VP of Marketing, PTI Marketing Technologies

11:00-11:15 am Networking break

March 6, 2012

BRITE '12

Day Two, Boone Arledge Auditorium

11:15 am-12:10 pm PARALLEL BREAK-OUTS: (55 MIN)

Auditorium Session 4: "Do You Know Who You Are? Understanding Purpose and the Role it Plays in Building Sustainable Relationships with Consumers"

Linda Boff, Executive Director, Global Digital Marketing, GE

Carol Kruse, Senior Vice President of Marketing, ESPN

Fabian Pfortmüller, Co-Founder, Sandbox

Ian Wolfman, Partner, Chief Marketing Officer, imc²

Satow Rm. 5th Floor Session 5: "Building a Customer-Centric Organization"

Prof. Kamel Jedidi, John A. Howard Professor of Marketing,
Columbia Business School

Room 555, 5th Floor Session 6: "Brand Growth in the New Age of Influence: Measuring Impact and ROI of Digital Marketing"

Larry Friedman, Chief Research Officer, TNS

12:10-12:25 pm Break and return to main auditorium

12:25-1:00 pm CLOSING PLENARY

Auditorium "The Human O/S: How Innovation in Digital Taps into Fundamentals of Human Experience"

Abigail Posner, Head of Strategic Planning, Agency Development, Google

1:00 pm END OF CONFERENCE