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
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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

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, Roone 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  
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Day Two, Roone 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 Pförtmüller*, 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