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8:00 am – 8:45 am      REGISTRATION and NETWORKING

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8:45 am – 10:20 am      SESSION 1

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### **The New Technology Forces Driving Marketing's Evolution**

John L. Kennedy, *VP Marketing, IBM Global Business Services*

The convergence of new technology capabilities (mobile, social, analytics, cloud, cognitive computing) is profoundly changing the way marketers shape the customer experience. Rapid deployment of these new capabilities, working seamlessly together, is a customer-driven mandate for marketers. During this session, John will discuss how converging technologies are changing the role of marketing, and how you can rapidly leverage them to achieve your own marketing objectives.

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### **Getting Closer...Through Data**

Lisa Macpherson, *Chief Marketing Officer, Hallmark*

Michael Goodwin, *Chief Information Officer, Hallmark*

Hallmark is a brand known for building relationships. But intimate relationships with consumers increasingly depend on businesses' ability to use data to gain insights about future customer needs. In this session, CMO/CIO partners discuss how one of the world's most high-touch brands is harnessing technology and data to strengthen consumer relationships and build loyalty...and what they are learning along the way.

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### **The Power of Girl Talk: Sharing Honest Opinions in the Social Web**

Alexandra Chong, *Founder & CEO, Lulu*

Lulu is a private app for girls to create reviews of guys and make smarter decisions -- starting with relationships. Founder Alexandra Chong will talk about building the Lulu community, prototyping and learning from your users, and the power of sharing and recommendations in the social web.

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10:20 am – 10:50 am      NETWORKING BREAK

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10:50 am – 1:00 pm      SESSION 2

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### **How Is Your Startup Different from All Other Startups?**

Neil Blumenthal, *CEO & Co-founder, Warby Parker*

Join Neil Blumenthal to learn how he and his co-founders started Warby Parker—and what's at the heart of his vision to disrupt the eyewear industry by providing designer prescription glasses at affordable prices. Neil will also discuss blended retail, leadership strategies, building a narrative, world-class customer service, and his belief that businesses can do good in the world without charging customers a premium for it.

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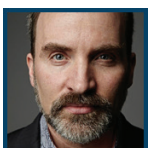


### **Experience Innovation and How to Design for Customer Experience**

Donald Chesnut, *Chief Experience Officer, SapientNitro*

Today great brand storytelling isn't just about making ads; it's more about creating worlds - digital and physical, verbal and visual. Join SapientNitro, OMMA's Creative Agency of the Year, as they outline "Storyscaping;" an approach that combines the power of great storytelling with Systems Thinking to create meaningful and immersive experiences. See how weaving Organizing Ideas with data can create a world of experiences. Learn how data can be used to drive storytelling with highly connected consumers through intelligent messaging, relevant content and new forms of data visualization.

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### **The Disruptor's Playbook: Re-Think Your Business to Adapt and Thrive in the Digital Age**

David Rogers, *Executive Director, BRITE; Author, "The Network Is Your Customer"*

Every industry today faces the challenge of constant disruptive change, driven by the rapid acceleration of new digital technologies. To thrive in this environment, business must not merely avoid disruption, it must capitalize on each digital revolution to find new ways to create value for customers. This interactive session will present a simple framework for learning to "think like the disruptor" and approach any established market with an outsider's fresh perspective.

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1:00 pm – 2:00 pm **LUNCH**

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2:00 pm – 3:35 pm **SESSION 3**

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### **Monetizing Social**

Justin B. Smith, *Chief Executive Officer, Bloomberg Media Group*



Jon Steinberg, *President & COO, BuzzFeed*

Dhiraj Kumar, *Head of Performance Solutions, Facebook*



William Bardeen, *SVP, The New York Times*

Jonathan A. Knee, *Senior Managing Director, Evercore*

Social media has transformed the way established and emerging media attract and engage their audiences. The monetization potential of this revolution is still not fully understood. A diverse panel of proven innovators in social media will debate what the future will bring.

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### **Connected CRM: Delivering on a Data-Driven Business Strategy**

David Williams, *Chairman & CEO, Merkle*

Hallmark is a brand known for building relationships. But intimate relationships with consumers increasingly depend on businesses' ability to use data to gain insights about future customer needs. In this session, CMO/CIO partners discuss how one of the world's most high-touch brands is harnessing technology and data to strengthen consumer relationships and build loyalty...and what they are learning along the way.

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3:35 pm – 3:55 pm **NETWORKING BREAK**

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3:55 pm – 5:30 pm **SESSION 4**

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### **Possessions or Experiences: What Makes You Happier?**

Bernd Schmitt, *Professor, Columbia Business School; Author, "Happy Customers Everywhere"*



Jeff James, *General Manager, Disney Institute*

Cassie Mogilner, *Assistant Professor, The Wharton School, Univ. Pennsylvania*



Raj Raghunathan, *Professor, McCombs School of Business, Univ. Texas*

Yannick L. R. van der Vaart, *Co-Founder & CEO, Abramar*

How can organizations contribute to the happiness of consumers, citizens, and society? Including perspectives from the worlds of economics, branding, and urban planning, this panel explores material and experiential purchases and initiatives, and how to market them for everybody's benefit.

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### **Retail as Media Channel**

Rachel Shechtman, *Founder & CEO, STORY*

As traditional brick and mortar environments struggle to stay relevant and profitable, new concepts are emerging to challenge the status quo. Rachel will explore the idea of redefining what it means to be a physical retailer through her business STORY – an innovation concept shop which has the point of view of a magazine, changes like a gallery, and sells things like a store. She will share her trademark notions of retail as a media channel and further explore her latest theory, merchandising as advertising.

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5:30 pm – 7:00 pm **SCHMOOZE Wine and Beer Reception**