8:00am - 8:45am

**REGISTRATION AND NETWORKING**

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**SESSION 1**

**NEWS MEDIA IN TODAY’S SOCIO-POLITICAL CLIMATE**

**Peter Weingard**, CMO, **New York Public Radio**

From “fake news” to Facebook, today’s hyperbolic news cycles and unprecedented socio-political climate have placed enormous pressure on the news media business. As consumers continue to unplug from linear content models and spend their online time inside self-imposed news filters, the industry finds itself in uncharted waters and an unsure future. Peter Weingard, CMO at New York Public Radio, discusses the current media ecosystem and makes a case for media to be a trusted voice to engage, connect, and convene.

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**YOU’VE BEEN HACKED: NOW WHAT?**

**Allison Cerra**, SVP & CMO, **McAfee, Inc.**

There are only three certainties in life: death, taxes, and hacks. No organization wants to find itself tomorrow’s headline or punchline for falling victim to the latest breach. In this talk, Cerra offers practical advice for readying the marketing and communications engine for such a response to prevent adversaries from stealing your company’s most valuable asset – its reputation.

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**DOES FACEBOOK KNOW YOU BETTER THAN YOU KNOW YOURSELF?**

**Regina Flores Mir**, Co-Founder, **DATA X**

You leave behind digital crumbs from your online activity. In order to understand the implications, you must develop a personal perspective on data mining, predictive analytics, and your own online data identity. If algorithms and big data are increasingly defining our lives, how can you learn to take a Data Selfie to better understand the power and influence your own data has on you?

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8:45am - 10:35am

**SESSION 1**

**NEWS MEDIA IN TODAY’S SOCIO-POLITICAL CLIMATE**

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8:45am - 10:35am

**SESSION 1**

**YOU’VE BEEN HACKED: NOW WHAT?**

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10:35am - 11:05am

**NETWORKING BREAK**

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11:05am - 1:00pm

**SESSION 2**

**BRANDING BROADWAY**

**Ron Simons ’89**, Tony Award-Winning Founder & CEO, **SimonSays Entertainment**

**Dana Siegel**, VP, Marketing & Business Development, **Rodgers & Hammerstein**

**Stacey Lieberman Prince**, Executive Creative Director, **SpotCo**

**Matthew Quint**, Director, **Center on Global Brand Leadership**

It is one of the most recognizable sub-brands of New York City – Broadway. But it is a brand built and maintained by hundreds of individual stakeholders: from producers to theaters; from artists to the rights and marketing agencies that support each show. Hear from this esteemed panel about the challenges of building the brand of a particular show alongside the overall ecosystem of Broadway.
SESSION 2 (Cont.)

FIRESIDE CHAT: IS THE FUTURE REALLY FEMALE? (AND WHAT DOES THAT MEAN FOR MEN?)

Gretchen Carlson, Activist and Author, *Be Fierce*, Chair, Miss America Organization
Lesley Jane Seymour, Founder, *Covey Club*; former Editor-in-Chief, *MORE*

From Hollywood to the Ford factory floor, a tsunami of revelations about sexual harassment in the workplace is washing big name executives out the door. Both men and women wonder, *who’s next?* What are the new guardrails? Who will design them? Gretchen Carlson, who started the earthquake by speaking out against Fox’s Roger Ailes, talks about what businesses (and individuals) need to do to navigate this change and work toward a productive but equal work environment.

FIRESIDE CHAT: LOCATION, LOCATION, LOCATION

Steven Rosenblatt, President, Foursquare
David Rogers, Faculty, Columbia Business School; Author, *The Digital Transformation Playbook*

In this fireside chat, Foursquare President Steven Rosenblatt will discuss how location is the atomic unit of mobile – the cookie that bridges the digital and physical world – and how everybody from marketers, developers, and analysts are leveraging it to drive their business forward. Location data is the building block for everything from AI and AR, to self-driving cars.

LUNCH BREAK

SESSION 3

BLOCKCHAIN 102: WHAT IT MEANS FOR BRAND BUILDERS

Joseph Lubin, Founder, ConsenSys; Co-Founder, Ethereum
Phil Gomes, SVP, US B2B Digital, Edelman
Samantha Radocchia, Co-Founder & CMO, Chronicled; Co-Founder, Better Kinds
Matthew Quint, Director, Center on Global Brand Leadership

Everyone is now well aware of blockchain – but, as with most hyped technologies, there is a lot missing if you don’t delve into the details. This session will examine the nuances behind the blockchain buzz words like "trustless," "security," "transparency," and "efficiency." In addition, the discussion will dive into some specific implications and use cases for how the technology will likely affect brand builders and marketers.

MARKETING IN A COGNITIVE ERA

Babs Rangaiah, Executive Partner, Global Marketing, IBM iX

Great marketing is no longer just about advertising – it is about creating consumer experiences that are engaging, personalized, and useful. In this session, Babs Rangaiah will showcase successful client cases and discuss the ways in which technologies like AI, IoT, and Blockchain are changing how brands understand and engage with customers as well as how technology and data can be used to solve business problems. For marketers, these technologies are no longer just the shiny object – they are essential to success.
SESSION 4

THE EMOTIONAL FUTURE OF AI PERSONAS
Jim Marggraff, Director, Product Management, Google; Founder, LeadPad, LiveScribe, & Eyefluence

How will you talk to your AIs? When they know you, teach you, guide you, and assist you, how will they affect your life? Early chatbots and smart assistants are just transactional or informative, while AI personas will develop personal relationships as they think, remember, and care about you. Serial entrepreneur/inventor Jim Marggraff will take you on an interactive journey with a sneak preview of his next venture creating a network of AI personas to evoke the best in humanity.

THE SENTIENT ENTERPRISE
Oliver Ratzesberger, Chief Operating Officer, Teradata

It’s not about getting data – the challenge is how to leverage it. Ratzesberger will discuss how all enterprises can achieve the success they seek in order to get more value from their data – not as a prescriptive process, but via a methodology to become agile and leverage data and analytics to drive a competitive advantage.

SCHMOOZE! Wine and Beer Reception
### BRITE ’18 | Day 2 | March 6, 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Description</th>
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<tbody>
<tr>
<td>8:20am - 9:00am</td>
<td>Registration and Networking</td>
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</tbody>
</table>
| 9:00am - 9:45am | **MORNING PLENARY**                           | **BUILDING MEAT FROM PLANTS**  
Ethan Brown, Founder & CEO, Beyond Meat  
Ethan's discussion will introduce and explore the concept of building a piece of meat from plants. Inspired by a vision to create a more gradual step to change our food consumption behavior, the session will cover Beyond Meat's efforts to use science to assemble meat directly from plants, and discuss the consumer, market, and broader societal and environmental ramifications of doing so. |
| 9:45am - 10:05am | Networking Break                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 10:05am - 11:00am | **PARALLEL BREAK-OUTS 1**                   | **MAIN AUDITORIUM:**  
**B2B TAKES THE LEAD:**  
HOW BUSINESS MARKETERS ARE ALTERING ADVERTISING FOREVER  
Christoph Becker, CEO & CCO, gyro  
Russ Findlay, EVP, Chief Marketing Officer, Hiscox USA  
Maria Weaver, SVP, Head of Marketing, Comcast Spotlight  
Madhur Aggarwal, GM, SAP Digital  
As business grows more complex, the more energized, innovative and creative business marketers have become. Our esteemed panel will explore the realities of B2B marketing today and what it means for the advertising world as a whole. |
|               | **ROOM 555:**  
**SOARING INTO STRENGTH:**  
THE POWER OF RESILIENCY, NARRATIVE, AND GRATITUDE  
Lisa Honig Buksbaum ’84, Founder & CEO, Soaringwords  
Bruce Pashko, Director, Johnson & Johnson  
Jess Brucker, Events Lead, WeWork  
Success is no longer about climbing the corporate ladder or joining the most badass startup. Professionals demand meaning and purpose, along with agency. This session will detail the SOARING into Strength model, based on positive psychology constructs, and how it can be used within an organization, or personally, to support children and families to take an active role in their own healing. Soaringwords employee-engagement programs have helped more than 140,000 professionals impact the lives of more than 500,000 ill children and families. |
|               | **SATOW ROOM:**  
**ALGORITHM VS. HUMAN: WHO'S THE WINNER?**  
Elizabeth Webb, Assistant Professor, Columbia Business School  
With the advent of machine learning, AI, and increasingly sophisticated recommendation systems, our lives our inundated with ever-sophisticated algorithmic judgments. However, many domains still rely exclusively on human decision-making. In this talk, we walk through the advantages of relying on algorithms, areas where human decision-making does better, as well as cases where they work best together. |
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>11:00am-11:15am</td>
<td>NETWORKING BREAK</td>
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<tr>
<td>11:15am-12:10pm</td>
<td>PARALLEL BREAKOUTS 2</td>
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<td><strong>MAIN AUDITORIUM</strong></td>
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<td><strong>THE FUTURE OF RETAIL</strong></td>
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<td>Adrienne Shapira ’99, Managing Director, Eurazeo Brands</td>
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<td>Serge Jureidini, President, Elizabeth Arden and Fragrances, Revlon</td>
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<td>Mark Cohen, Director of Retail Strategies, Columbia Business School; former CEO, Sears Canada</td>
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<td>David Polinchock, Chief Experience Officer, Experiential Advertising Group</td>
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<td>The &quot;death of retail&quot; bells have been ringing for several years now, highlighted by the closing of hundreds of department stores all over the US. Of course, the truth is that retail is not dying so much as changing. New niche retail entrants have joined the fray, e-commerce platforms continue to grow, and those very platforms are now innovating by entering the brick and mortar world. The session will examine the consumer, financial, and technology changes that will drive the new look of the future of retail.</td>
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<td>12:10pm-12:25pm</td>
<td>NETWORKING BREAK</td>
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<td>12:25pm-1:00pm</td>
<td>CLOSING PLENARY</td>
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<td><strong>CONSUMER EXPERIENCES IN THE FUTURE: ROBOT OR HUMAN, HUMAN OR ROBOT?</strong></td>
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<td>Bernd Schmitt, Robert D. Calkins Professor of International Business, Columbia Business School; Faculty Director, Center on Global Brand Leadership</td>
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<td>Focusing on the themes of transhumanism and social robotics, Professor Schmitt will present consumer research on cyborgs and androids to discuss which type of human enhancement products might be acceptable to consumers, and whether management should adopt human-like consumer robots.</td>
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