

BRITE '18 | Day 1 | March 5, 2018

8:00am -
8:45am

REGISTRATION AND NETWORKING

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.

8:45am
to
10:35am



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.



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?

10:35am -
11:05am

NETWORKING BREAK

SESSION 2

11:05am
to
1:00pm



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.)

11:05am
to
1:00pm



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.



1:00pm -
2:00pm

LUNCH BREAK

SESSION 3

2:00pm
to
3:30pm



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, **Chroniced**; 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.

3:30pm -
4:00pm

NETWORKING BREAK

SESSION 4

4:00pm
to
5:15pm



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.

5:15pm -
7:00pm

SCHMOOZE! Wine and Beer Reception

BRITE '18 | Day 2 | March 6, 2018

8:20am - 9:00am

REGISTRATION AND NETWORKING

9:00am to 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

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.

10:05am to 11:00am



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 are 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.

11:00am-
11:15am

NETWORKING BREAK

PARALLEL BREAKOUTS 2

MAIN AUDITORIUM

THE FUTURE OF RETAIL



Adrienne Shapira '99, Managing Director, Eurazeo Brands

Serge Jureidini, President, Elizabeth Arden and Fragrances, Revlon

Mark Cohen, Director of Retail Strategies, Columbia Business School; former CEO, Sears Canada

David Polinchock, Chief Experience Officer, Experiential Advertising Group

The "death of retail" 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.

SATOW ROOM:

CREATING SOCIAL AND FINANCIAL VALUE THROUGH STORIES



Cheryl Heller, Author, *The Intergalactic Design Guide*, Chair of MFA Design for Social Innovation, School of Visual Arts

Stories are how we learn, how we connect, how we remember. They are also the way we create value for brands. Learn how to make the stories you tell more resonant, and more important to audiences. Based on a disruptive approach to social design, learn the principles and process for creating social as well as traditional value for business.

11:15am
to
12:10pm

12:10pm-
12:25pm

NETWORKING BREAK

12:25pm
to
1:00pm

CLOSING PLENARY

CONSUMER EXPERIENCES IN THE FUTURE: ROBOT OR HUMAN, HUMAN OR ROBOT?



Bernd Schmitt, Robert D. Calkins Professor of International Business, Columbia Business School; Faculty Director, Center on Global Brand Leadership

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.