

**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 of Final Jeopardy and The Numerati*

10:35-11:00 am Networking break

11:00 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

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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

**“Which Half of My Digital Is Working?”**

*David Rogers*, Host, BRITE conference; author of *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 of *Happy Customers Everywhere*

5:50-7:00 pm

**Wine and Beer Reception**

Schmooze time!

**March 6, 2012**

**BRITE '12**

Day Two

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 of 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

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, imc<sup>2</sup>

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

*Larry Friedman*, Chief Research Officer, TNS

**Satow Rm. 5th Floor Session 6: "Building a Customer-Centric Organization"**

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

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