

8:45 am – 10:20 am

SESSION 1



**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.



**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.



**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.

10:20 am – 10:50 am

NETWORKING BREAK

10:50 am – 1:00 pm

SESSION 2



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

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

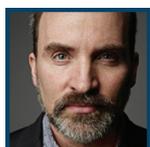
Join Neil Blumenthal to learn how he and his co-founders started Warby Parker—and what's at the heart of his vision to disrupt the eyewear industry by providing designer prescription glasses at affordable prices. Neil will also discuss blended retail, leadership strategies, building a narrative, world-class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



**There is no "Virtual" Reality: How Blended Experience Will Dominate the Next Era of Marketing**

Donald Chesnut, *Chief Experience Officer, SapientNitro*

Marketers are facing game-changing transformation. People have become enamored with technology that empowers them to be more connected, informed and in control than ever before. Simultaneously, brands across the world are trying to leverage technology to make their interactions in the physical world more meaningful, with mostly poor results. The majority of brands are making the mistake of treating "digital" and "physical" worlds separately, while consumers see them as one. During this session, Donald Chesnut will show how experience-led brands are succeeding by treating both the creation and measurement of new experiences as integrated wholes. Through the innovative use of sensors, computing and intelligence embedded directly within the environment, deeper engagement and emotional resonance can be achieved.



**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.

1:00 pm – 2:00 pm

LUNCH

2:00 pm – 3:50 pm

SESSION 3

**Monetizing Social**Paul Marcum, *Head of Global Digital Innovation, Bloomberg Media Group*Jon Steinberg, *President & COO, BuzzFeed*Dhiraj Kumar, *Director Product Marketing, Americas, Facebook*William Bardeen, *Senior Vice President, 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.

**Connected CRM: Delivering on a Data-Driven Business Strategy**David Williams, *Chairman & CEO, Merkle*

How do you lead a customer-centric, data-driven business strategy in a disruptive digital world? By tying customer data to business decision-making, with Connected CRM™. When executed successfully, this approach will create a fundamental shift in your organization, placing the customer at the heart of business strategy. Join Merkle Chairman & CEO David Williams as he discusses the importance of an organization's ability to understand consumer behavior, and how to use that knowledge to create personalized experiences that drive long term customer value and sustainable competitive advantage.

3:50 pm – 4:15 pm

NETWORKING BREAK

4:15 pm – 5:45 pm

SESSION 4

**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.

**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.

5:45 pm – 7:00 pm

SCHMOOZE Wine and Beer Reception

9:00 am – 9:45 am

MORNING PLENARY



**Effectively Building Your Brand Voice**

Mary Beech, *Senior Vice President & Chief Marketing Officer, Kate Spade New York*

Successful luxury brands don't just sell products, they sell an aspirational lifestyle that a consumer can tap into by buying their goods. In order to have a distinct point of view and differentiate itself, a brand needs a set of guardrails and a clear brand vision. During this session, Mary will discuss how brands can clearly establish their voice in every medium in which they participate—digital, social, retail, and traditional—and bring their brand voice to life.

9:45 am – 10:05 am

NETWORKING BREAK

10:05 am – 11:00 pm

PARALLEL BREAK-OUTS 1



Auditorium

**The Internet of Things:**

**How the Internet's Next Frontier Will Transform Business**

Carsten Wierwille, *Vice President, frog design*

Stephen J. Liguori, *Executive Director, Global Innovation & New Models, GE*

Madhur Aggarwal, *Vice President, Head of Marketing Strategy, Office of CMO, SAP*

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

From wearable computing to the connected home, intelligent medicines, self-driving cars, tweeting aircraft, and smart power grids – the Internet of Things is already here, and we are just beginning to understand how it will transform the digital world for consumers and businesses alike.



Room 555 - 5th Floor

**Digital Storytelling in the Data-Driven Age:**

**Stop Creating Ads, Start Creating Worlds**

Darren McColl, *Global Chief Strategy Officer, SapientNitro*

Alan Schulman, *Vice President, Global Digital Marketing and Brand Content, 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.



Satow Room - 5th Floor

**From Products to Platforms: Strategies for a Networked World**

Jerry Kim, *Assistant Professor, Columbia Business School*

Intense competition in product markets has made competitive advantage increasingly difficult to sustain. Digital technologies exacerbate these challenges, but also provide new opportunities for strategic positioning. Prof. Kim discusses how understanding the social structure of the market is the key to building vibrant platforms for consumers, and enhancing the innovative capabilities for firms.

11:00 am – 11:15 pm

NETWORKING BREAK

11:15 am – 12:10 pm

PARALLEL BREAK-OUTS 2

---



Auditorium

**Creating Content and Culture: Building Brands the Unconventional Way**

Mary Ann Fitzmaurice, *Senior Vice President, American Express OPEN*

Donald Kurz, *Chairman and CEO, Omelet LLC*

Niels Schuurmans, *Executive Vice President, Viacom Velocity Creative Content Solutions*

Mike O'Toole, *President, PJA Advertising + Marketing*

The best brands are thinking far beyond promotion to build relationships with customers in deeper and more expansive ways. With Small Business Saturday, American Express has begun to elevate the place of small retailers in business culture. From the media and agency side respectively, Viacom and Omelet are creating innovative branded content that is generating major buzz and earned attention. We'll discuss the impact and value of such investments, as well as questions of accountability and return.

---



Room 555 - 5th Floor

**The Future of Marketing Measurement**

Rick E. Bruner, *Vice President, Research & Analytics, Specific Media*

Larry Friedman, *Chief Research Officer, TNS North America*

Liz Harrison, *Senior Associate, McKinsey & Company*

Eva Ascarza, *Assistant Professor of Marketing, Columbia Business School*

Marketing is a mix of art and science but the pressure now is weighted towards getting the science side of this equation right. This panel will look at which marketing metrics really matter, how to ask the right questions of both your audience and your data, and the multitude of ways that communications in an omnichannel world are interacting.

---



Satow Room - 5th Floor

**Beyond the Brainstorm: Innovation with Customers Included**

Mark Hurst, *Founder, Creative Good; Co-author, "Customers Included"*

Why can't some companies manage to give customers what they want? Drawing on case studies from his new book "Customers Included," Mark Hurst will lead a discussion about how "listening to customers" is often misunderstood, if not ignored outright, leading to poor outcomes. There will also be a live demonstration of "listening labs" research and a hands-on exercise for participants to evaluate different ways of gaining customer insight.

---

12:10 pm – 12:25 pm

NETWORKING BREAK : Return to Auditorium

---

12:25 am – 1:00 pm

CLOSING PLENARY

---



**Bridging the Silos**

Marty Homlish, *Chief Customer Experience Officer, HP*

Lessons from the HP Transformation. From a starting point of excessive brand and budget fragmentation, this presentation will show how HP Marketing bridged organizational silos and galvanized the company to rally behind the "One HP" brand.

---

1:00 pm

END OF CONFERENCE

---