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
BRITE ‘12
Day One, Roone Arledge Auditorium

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

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 Pförtmüller*, Co-Founder, Sandbox
*Ian Wolfman*, Partner, Chief Marketing Officer, imc²

**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