March 4, 2013
BRITE ’13
Day One, Roone Arledge Auditorium

8:00-8:45 am  REGISTRATION AND NETWORKING

8:45-10:40 am  SESSION 1

A Welcome from Our Dean
Prof. Glenn Hubbard
Dean, and Russell L. Carson Professor of Finance and Economics
Columbia Business School

The Content Imperative
Steve Rubel, EVP, Global Strategy & Insights, Edelman

Innovating Media Models for a Mobile Consumer
Liz Schimel, EVP & Chief Digital Officer, Meredith National Media Group
Ava Seave, Principal, Quantum Media Group; Co-Author, Curse of the Mogul

The Truth about Mobile Advertising: Does it Even Work?
Prof. Miklos Sarvary, Faculty Director, Media Program, Columbia Business School

10:40-11:05 am  NETWORKING BREAK

11:05 am-1:00 pm  SESSION 2

Using Gamification to Engineer a New Payment Economy
Michael Hagan, Chief Rockstar & Chief Operating Officer, LevelUp

How Brick and Mortar Can Leverage the Mobile Future
Rick Ferguson, Vice President, Knowledge Development, Aimia
Matthew Quint, Director, Center on Global Brand Leadership

Interactive Workshop: Strategic Planning for Social Media Marketing
Ric Dragon, CEO & Co-Founder, DragonSearch; Author, Social Marketology

1:00-2:05 pm  LUNCH
March 4, 2013  
BRITE ’13  
Day One, Roone Arledge Auditorium

2:05-3:35 pm  SESSION 3

Creating a Culture of Rapid Experimentation  
*Kaaren Hanson*, Vice President of Design Innovation, Intuit

Can Live Music Be Like My iPod?  
*Shuffle Concert*, Live Musical Performance

Beat the Back Button: How Obama, Disney, and Crate & Barrel use A/B Testing to Win  
*Dan Siroker*, CEO & Co-Founder, Optimizely

3:35-3:55 pm  NETWORKING BREAK

3:55-5:30 pm  SESSION 4

The Power of (Big) Data in a Networked World  
*David Rogers*, Executive Director, BRITE; Author, *The Network Is Your Customer*

The Century of the Asian Consumer  
*Bernd Schmitt*, Executive Director, Institute on Asian Consumer Insight

Disrupting the Future: Is Higher Education #Over?  
*Sree Sreenivasan*, Chief Digital Officer, Columbia University

5:30-7:00 pm  SCHMOOZE Wine and Beer Reception
### March 5, 2013
BRITE ’13
Day Two

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:20-8:50 am</td>
<td>REGISTRATION AND NETWORKING</td>
</tr>
<tr>
<td>8:50-9:45 am</td>
<td>MORNING PLENARY&lt;br&gt;&lt;br&gt;<strong>Auditorium</strong>&lt;br&gt;The Power of Habit:&lt;br&gt;How Target Knows What its Customers Want Before They Do&lt;br&gt;&lt;i&gt;Charles Duhigg&lt;/i&gt;, Author, &lt;i&gt;The Power of Habit&lt;/i&gt;; Journalist, &lt;i&gt;The New York Times&lt;/i&gt;</td>
</tr>
<tr>
<td>9:45-10:05 am</td>
<td>NETWORKING BREAK</td>
</tr>
<tr>
<td>10:05-11:00 am</td>
<td>PARALLEL BREAK-OUTS 1&lt;br&gt;&lt;br&gt;<strong>Auditorium</strong>&lt;br&gt;Branded Content and Online Video: Opportunities and Obstacles&lt;br&gt;&lt;i&gt;Kerry Trainor&lt;/i&gt;, CEO, Vimeo&lt;br&gt;&lt;i&gt;John Montgomery&lt;/i&gt;, COO, GroupM Interaction, NA&lt;br&gt;&lt;i&gt;Larry Aidem&lt;/i&gt;, President and Founder, IconicTV&lt;br&gt;&lt;i&gt;Michael Keriakos&lt;/i&gt;, Co-Founder and President, Everyday Health&lt;br&gt;&lt;i&gt;Jonathan Knee&lt;/i&gt;, Senior Managing Director, Evercore Partners&lt;br&gt;&lt;br&gt;<strong>Room 555, 5th Floor</strong>&lt;br&gt;Anticipating and Navigating the Convergence of Digital Marketing&lt;br&gt;&lt;i&gt;Brennan Carlson&lt;/i&gt;, Vice President of Corporate Strategy, Lyris, Inc.&lt;br&gt;&lt;br&gt;<strong>Satow Rm, 5th Floor</strong>&lt;br&gt;The End of Competitive Advantage and the Innovation Imperative&lt;br&gt;&lt;i&gt;Rita McGrath&lt;/i&gt;, Author, &lt;i&gt;Discovery-Driven Growth&lt;/i&gt;; Associate Professor, Columbia Business School</td>
</tr>
<tr>
<td>11:00-11:15 am</td>
<td>NETWORKING BREAK</td>
</tr>
</tbody>
</table>
March 5, 2013
BRITE '13
Day Two

11:15 am-12:10 pm  PARALLEL BREAK-OUTS 2

Auditorium  Global Brands, Unconventional Marketing Investments  
Shiv Singh, Global Head of Digital, PepsiCo  
David Haroldsen, Creative Director, Intel’s Creators Project  
Mike O’Toole, President, PJA Advertising + Marketing

Room 555, 5th Floor  Market Simulation Modeling:  
Attributing the Value of Every Touchpoint to ROI, Sales, and Brand Equity  
Greg Silverman, CEO & Founder, Concentric ABM

Satow Rm, 5th Floor  Brands Need to Be Human, Marketing Needs to Run Like a Business  
Jean Brandolini-Lamb, VP, Global Branding, SAP  
Madhur Aggarwal, VP & Head of Strategy, SAP

12:10-12:25 pm  NETWORKING BREAK: Return to Auditorium

12:25-1:00 pm  CLOSING PLENARY

Auditorium  The Athena Doctrine:  
How Women (And the Men Who Think Like Them) Will Rule the Future  
John Gerzema, Exec. Chairman, BAV Consulting; Author, The Athena Doctrine

1:00 pm  END OF CONFERENCE