

**March 4, 2009**  
**BRITE'09**  
Day one



<b>8:00-8:30 am</b>	<b>Registration and networking</b>
<b>8:30-8:50 am</b>	<b>Overview: Marketing and Innovation in an Age of Uncertainty</b>
<b>8:50-10:20 am</b>	<b>THEME 1: Digital Marketing that Works - Cases from the Front Lines</b>
<b>10:20-10:35 am</b>	<b>Networking break</b>
<b>10:35-12:20 pm</b>	<b>THEME 2: The Future of Media and the Prospects for Brands.</b>
<b>12:20-1:20 pm</b>	<b>Lunch: Roone Arledge Auditorium</b>
<b>1:20-2:50 pm</b>	<b>THEME 3: Crowdsourcing, Tribes, and Online Communities.</b>
<b>2:50-3:15 pm</b>	<b>BRITE Big Thinker Audience Awards</b>
<b>3:15-3:30 pm</b>	<b>Networking break</b>
<b>3:30-5:00 pm</b>	<b>THEME 4: Innovation and the Next Generation of Business.</b>
<b>5:00-5:30 pm</b>	<b>Summary: Where Do We Go from Here?</b>

**March 5, 2009**  
**BRITE'09**  
Day two



<b>8:00-8:30 am</b>	<b>Registration and networking</b>
<b>8:30-8:40 am</b>	<b>Welcome and introduction</b>
<b>8:40-9:20 am</b>	<b>Keynote: Tribes and the Power of Online Communities</b>
<b>9:20-9:35 am</b>	<b>Networking break</b>
<b>9:35-10:35 am</b>	<b>Parallel Breakouts:</b>  <b>Session 1: Beyond Advertising: New Practices in a Digital Age [Room 555]</b>  <b>Session 2: Embrace CSR or Fail: Now You Need to Do Good in Order to Do Well [Room 569]</b>  <b>Session 3: Marketing to Customer Networks: Five Behaviors on which to Build Your Brand [Satow Room]</b>
<b>10:35-10:50 am</b>	<b>Networking break</b>
<b>10:50-11:35 am</b>	<b>Parallel Breakouts:</b>  <b>Session 4: Imagining the Future: the Next Wave of New Media and How It Will Shape [Room 555]</b>  <b>Session 5: Tribalization of Business: Best &amp; Worst Practices for Company-Run Online Communities [Satow Room]</b>  <b>Session 6: Innovating During the Downturn: How to Survive Our Own Worst Case Scenarios [Room 569]</b>
<b>11:35-11:50 am</b>	<b>Networking break</b>
<b>11:50-12:20 pm</b>	<b>Report-Backs from Breakout Sessions</b>
<b>12:20-12:30 pm</b>	<b>Wrap-up and invitation to the BRITE Network</b>