

BRITE '10 - AGENDA

March 31-April 1, 2010

Roone Arledge Auditorium, 1st Floor, Alfred Lerner Hall
Columbia University, 116th Street and Broadway, New York City

Day 1: Wednesday, March 31st 8:00 am - 5:50 pm

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| 8:00-9:00 am | Registration and networking |
| 9:00-10:55 am | SESSION 1
Welcome & Overview
<u>David Rogers</u> , <u>Bernd Schmitt</u>
"United Breaks Guitars: The Voice of the Customer in the Digital Age"
<u>Dave Carroll</u>
"From my.BarackObama.com to the Red Cross: engaging and mobilizing communities online"
<u>Thomas Gensemer</u>
"Measuring Diffusion and Influence on Twitter"
<u>Duncan Watts</u> |
| 10:55-11:15 am | Networking break |
| 11:15 am - 1:00 pm | SESSION 2
"Open Innovation and the Challenges & Opportunities of Building an Innovation Culture"
<u>Dwayne Spradlin</u>
"From Scarcity to Abundance: Collaboration and Sharing in Networks"
<u>Robin Chase</u>
"The Network Is Your Customer: Five Strategies to Thrive in a Digital Age"
<u>David Rogers</u> |
| 1:00-2:00 pm | Lunch |

- 2:00-3:35 pm SESSION 3
"Brand Bubbles and the Post-Crisis Consumer"
[John Gerzema](#),
"The Death of Linearity, or Why I Have No Idea What I Will
Talk About (But Still Know I Will Talk about Something... In
Circles)"
[Bernd Schmitt](#)
"Open Source Hacking, DIY, and Making Machines that Make
Anything."
[Bre Pettis](#),
- 3:35-3:55 pm Networking break, with Makerbot demo
- 3:55-5:35 pm SESSION 4
"Asia and Beyond: How New Media Are Shaping the
Entertainment Industry"
[Miky Lee](#),
"Engaging Audiences in a Changing Media Landscape: the
Future of Public Radio"
[Vivian Schiller](#),
"New Business Models for News in the Digital Age"
[Jeff Jarvis](#)
- 5:35-5:50 pm **Summary & Parting Questions**
[David Rogers](#)
- 6:00-7:00 pm **Wine and Beer Reception**
Schmooze time!

Day 2: Thursday, April 1st 8:30 am - 1:00 pm

- 8:30-9:00 am Registration and networking
- 9:00-9:50 am MORNING PLENARY
"Viral Marketing through Online Customer Communities"
[Aliza Freud](#),
"Customer-Focused Innovation: Samsung Electronics and
Digital Imaging"
[Yoon D. Lee](#), [Bernd Schmitt](#), [Reid Sullivan](#)
- 9:50-10:05 am Networking break

10:05-11:05 am	<p>PARALLEL BREAK OUTS: (60 MIN)</p> <p>Session 1: "BRITE Tech Demo" Nate Westheimer,</p> <p>Session 2: "Bridging Theory and Practice: How University Research Collaborations Can Yield Tangible Results for Business" Aliza Freud, Jonathan Levav, Oded Netzer, Bernd Schmitt Olivier Toubia</p> <p>Session 3: "Myths and Realities of Building Brands in the Online World" Richard Cacciato Kate Imbach, Rajeev Kohli, John Mayo-Smith, Anton Meyer,</p> <p>Session 4: "Innovation Workshop: Applying Design Thinking to Tackle Marketing Challenges for the Future" Luke Williams</p>
11:05-11:20 am	Networking break
11:20 am - 12:05 pm	<p>Session 5: "The New Digital Music Business: How New Media are Shaping Business and the Way Entertainment Shapes Other Brands" Devon Harris, Marlon Ray, Seth Schachner, Don Sexton,</p> <p>Session 6: "Business in Beta: Designing and Scaling New Growth Ventures" Ryan Jacoby,</p> <p>Session 7: "The Future of Content Online: Cursed Moguls, Hyperlocal News, and Advertising on the Web" Ava Seave, Chris Tolles</p>
12:05-12:20 pm	Networking break
12:20-12:50 pm	Report-Backs from Breakout Sessions
12:50-1:00 pm	<p>Wrap-up and invitation to the BRITE Network David Rogers</p>