

March 2, 2011

BRITE '11

Day One

8:45 - 10:40 am

SESSION 1

Antonio Lucio, Global Chief Marketing Officer, Visa Inc.
Steve Rubel, SVP, Director of Insights, Edelman Digital
Neve Savage, Vice President, Consumer Marketing, Netflix
Tim Maleeny, Head of Planning, Ogilvy North America
Abbey Klaassen, Executive Editor, Advertising Age

10:40 - 11:00 am

Networking break

11:00 - 1:10 pm

SESSION 2

Luke Williams, Fellow at frog design and author of *Disrupt*
Frank Eliason, SVP of Social Media, Citi
Russell Weiner, Chief Marketing Officer, Domino's Pizza

1:10 - 2:10 pm

Lunch

2:10 - 3:30 pm

SESSION 3

Josh Millrod, Digital Strategist, Weiden+Kennedy
Jason Clement, Director of Emerging Platforms, Wieden+Kennedy
Miral Kotb, Founder, iLuminate
Hank Cardello, Director of the Hudson Institute's Obesity Solutions Initiative
Bernd Schmitt, Faculty Director of the Center on Global Brand Leadership

3:30 - 3:50 pm

Networking break

3:50 - 5:45 pm

SESSION 4

Linda Passante, CEO, The Halo Group
Mike Steib, Director of Video Ads, Google
Olivier Toubia, Research Director of the Center on Global Brand Leadership
Paolo Righetti, Chief Executive Officer, gn Italy, GN Research
Alan Truitt, Global Chief Business Development Officer, Teleperformance
Carol Cone, Managing Director, Edelman Citizenship

5:45-7:00 pm

Wine and Beer Reception

March 3, 2011

BRITE '11

Day Two

9:00 - 9:50 am	MORNING PLENARY <i>Sheena Iyengar, Professor and the author of <i>The Art of Choosing</i></i>
9:50 - 10:05 am	Networking break
10:05 - 11:05 am	PARALLEL BREAK OUTS
ROOM 555 5th floor	SESSION 1: "Corporate Brand Maximization: How to Ensure You Are Getting the Full Value of Your Brand" <i>Tim Robinson</i>
AUDITORIUM	SESSION 2: "The Future of Digital Marketing" <i>Asim Ansari, Renée Horne, Dustin Ritter, Robert Russell</i>
SATOW ROOM 5th floor	SESSION 3: "Healthy Eating & Healthy Brands" <i>Hank Cardello, Joanna Castellano, Laurette Dubé, Chris McCarthy, Karen Watson, Bernd Schmitt</i>
11:05-11:20 am	Networking break
11:20 - 12:05 pm	PARALLEL BREAK OUTS
ROOM 555 5th floor	SESSION 4: "Workshop on the Hyper Social Organization: Best Practices for Building a People-Powered Brand in the Digital Age" <i>Francois Gossieaux</i>
AUDITORIUM	SESSION 5: "The Future of Social Commerce" <i>Bill Chasen, Marissa Evans, Leonard Lee, Sheryl RothRogers</i>
SATOW ROOM 5th floor	SESSION 6: "Global View: Brands in China, Russia, Latin America" <i>Saul Gitlin, Rolf Glöckler, Anton Meyer, Shari Novick</i>
12:05 - 12:20 pm	Networking break
12:20 - 1:00 pm	Report-Backs from Breakout Sessions