



February 7, 2008

DAY 1: CMO SUMMIT

Satow Room, 5th Floor, Lerner Hall

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| 11:45 am - 12:00 pm | Registration |
| 12:00 pm - 12:15 pm | Welcome and Introductions |
| 12:15 pm - 1:00 pm | Lunch and Keynote
"Building Brands in a New Media Environment" |
| 1:00 pm - 2:15 pm | Roundtable 1
"Sourcing, Evaluating,
and Executing Innovative Ideas" |
| 2:15 pm - 2:30 pm | Break |
| 2:30 pm - 3:45 pm | Roundtable 2
"Engaging Customers Today – Influencing Brand
Ambassadors in the New Media Environment" |
| 3:45 pm - 4:00 pm | Break |
| 4:00 pm - 5:00 pm | Roundtable 3
"The New Marketing Department –
Challenges, Opportunities, and Skill Sets" |



February 8, 2008

DAY 2: MAIN CONFERENCE DAY

Lecture Hall, 3rd Floor, Journalism Building

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| 8:00 am - 8:30 am | Registration |
| 8:30 am - 8:45 am | Introduction and Overview |
| 8:45 am - 9:15 am | BRITE Jury Award for Big Thinker |
| 9:15 am - 10:00 am | "Social Networks and Online Communities" |
| 10:00 am - 10:30 am | Break: blogging and networking with SpotMe |
| 10:30 am - 11:15 am | "Building Brands in Interactive Media: Engagement and ROI in Gaming, Mobile, and the Web" |
| 11:15 am - 11:45 am | One-on-One:
"The Role of Advertising in an Interactive Age" |
| 11:45 am - 12:15 pm | Audience Choice: BRITE Big Thinker Award 2007 |
| 12:15 pm - 1:30 pm | Lunch at Columbia University Faculty House |
| 1:30 pm - 2:15 pm | "Building a Culture of Innovation within the Organization" |
| 2:15 pm - 3:00 pm | "Open Source Models of Innovation: Crowd-Sourcing, Open Platforms, and Customer Co-Creation" |
| 3:00 pm - 3:30 pm | Break: Hands-On Technology Demos |
| 3:30 pm - 4:00 pm | "Big Think Strategy: Leading Organizations that Lead Market Change" |
| 4:00 pm - 4:45 pm | "TV 2.0, Online Video, and the Future of User-Generated Content" |
| 4:45 pm - 5:00 pm | Summary and Key Take-Away's |