

# Monday, January 26

Let the learning and fun begin! If your schedule allows you to arrive early, there is plenty to see and do, including the Digital Marketing Lab prior to the event.

## 12 – 5:30pm Digital Marketing Lab

Jumpstart your journey into digital with the Mplanet™ Digital Marketing Lab! Special modules will cover all aspects of marketing for today's techno-savvy, gadget-laden consumer, including leveraging social media, utilizing mobile technology and exploring the next generation of gadgets and devices.

Take away a clear vision for the digital future of marketing, real examples from marketers who have “gone digital” and a broadened perspective of what's possible in today's (and tomorrow's) New Marketsphere.

## 6 – 7:30pm Opening Networking Reception

Start the dialogue right away! Join us in the Discovery Center—the epicenter of new thinking at Mplanet. Meet and mingle with other attendees. Explore the possibilities offered by the many, leading-edge Mplanet exhibitors and sponsors. Relax after your day of travel with delicious food, drinks and live entertainment by Don Soledad and World Element. The group's unique approach modifies the style of traditional flamenco guitar with nuances of Latin Jazz, Bossa Nova and World rhythm.

# Tuesday, January 27

## 7:30 – 8:45am Thought Leader Roundtable/Breakfast

Take this opportunity to enjoy an in-depth discussion with friends, colleagues or someone you have never met before. Topics will include The Science of Global Innovation, Marketing Automation from Creative though Execution, Integrating Search Marketing into Your Marketing Mix and much more. See page 32 for Roundtable topics.

## 9 – 9:15am Welcome & Kick-off

## 9:15 – 9:45am The Future Role of Marketing in the Organization

Dennis Dunlap, CEO, American Marketing Association

## 9:45 – 10:30am Getting Heard in a Sea of Information

Anne Mulcahy, Chairman and CEO, Xerox Corporation

# Tuesday, January 27

## 11 – 11:45am Making Your Brand Voice Heard

John Hayes, Global CMO, American Express

## 11:45 – 12:30pm Building a Strategic Advantage in Global Markets

Mary Dillon, EVP and Global CMO, McDonald's

## 12:30 – 2pm Lunch

## 2 – 3:30pm Strategic Forums

### Future of Marketing in the Organization in 2015: Prognostication and Planning

George Day, Professor of Marketing, The Wharton School, and Roch Parayre, Senior Partner, Decision Strategies International

### Living Up to the Promise—Creating Integrated Brand and Customer Experience

Michael Fasulo, CMO, Sony Corporation

### Leveraging B2B Brands to Increase Growth and Profitability

Ralph Oliva, Executive Director, ISBM, and Rajendra Srivastava, Professor of Marketing, Emory University and Singapore Management University

### Competing in a World of Networked Organizations: Implications for Marketing

Jerry Wind, Author, Professor, The Wharton School

## 4 – 5:30pm Application Spotlights

### The Marketing and Sales Capacity Challenge

John Aiello, CEO and Co-Founder, The SAVO Group, and Joseph Galvin, VP and Research Director, Sirius Decisions

### Proven Brand Strategy Tools and Techniques

Suzanne Tager, Practice Area Director, Bain & Company

### The Next Generation of Customer Research Tools

Eric Almquist, Partner, Bain & Company

### Why Most B2B Segmentation Fails and What to Do About It

Gary Lilien, Co-founder, Research Director, ISBM

### Marketing Mix Decisions: New Perspectives and Practices

Jeff Hunter, Director of Consumer Insights, General Mills

### Living on the Brand-Building Edge

Dana Anderson, former President and CEO, DDB Chicago

## 6 – 7:30pm Evening Networking Reception, Sponsored by Savo

Return to the Discovery Center, where the environment will be transformed into a sleek, lounge atmosphere. Converse with fellow marketers in a while enjoying the sounds of DJ Le Spam & the Spam Allstars. DJ Le Spam blends improvisational electronic elements and turntables with latin, funk, hip hop and dub to create an out-of-this-world mix of recorded tracks and live instrument entertainment. Mystery and intrigue surround high-tech, walk-around performances by master illusionist, Michael Grandinetti. And be sure to visit Mplanet's exhibitors, who have a few tricks up their sleeves about how you can better navigate the new Marketsphere.

# Wednesday, January 28

7:30 – 8:30am Breakfast

8:30 – 9:15am Building Brands Across Borders

R.K. Krishna Kumar, Chairman, Tata Coffee, Vice Chairman, Tata Tea and Indian Hotels, Tata Sons Ltd

9:15 – 10am Retail as a Mass Medium

Stephen Quinn, EVP and CMO, Wal-mart Corporation

10:30 – 12:00pm Strategic Forums

Creating a Holistic Communication Strategy

Cammie Dunaway, EVP, Marketing/Sales,  
Nintendo of North America

Successful Customer Engagement Strategies  
in B2B Markets

Abbie Griffin, Professor, David Eccles School of  
Business at the University of Utah

Successful Customer Engagement  
Strategies in B2C Markets

Robert Berger, EVP, GfK Custom  
North America

Winning Strategies In Emerging Markets

Charles Ormiston, Partner, Bain & Company

12 – 1:30pm Thought Leader Roundtable/Lunch

While enjoying your lunch, you'll have an excellent opportunity to discuss a subject in much greater depth with like-minded marketers. See page 32 for Roundtable topics.

1:30 – 3pm Strategic Forums

Best in Class Brand Strategies Driving  
Profitable Growth

John Blasberg, Partner, Bain & Company

Beyond Segmentation: Connecting with  
Emerging Consumers

Gordon Wyner, EVP Strategy,  
Millward Brown North America

Measured Thoughts: Assessing New  
Media and Marketing Choices

David Reibstein, Professor of Marketing,  
The Wharton School

3:30 – 4pm The Marketing Story of the Year and What  
Marketers Can Take Away From It

Larry Grisolano, Senior Communication Strategist, Barack Obama Presidential Campaign