

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

Meet and mingle with Mplanet attendees and presenters in the Discover Center. Enjoy great food, drinks and live entertainment. It's the only place to be!



To register, visit mplanet2009.com
or call 800.AMA.1150

Tuesday, January 27

7:30 – 8:45am Thought Leader Round Table/Breakfast

Take this opportunity to enjoy an in-depth discussion with friends, colleagues or someone you have never met before. See mplanet2009.com for Round Table topics and moderators.

9 – 9:15am Welcome & Kick-off

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

Dennis Dunlap, CEO, American Marketing Association

Tuesday, January 27

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

Anne Mulcahy, Chairman and CEO, Xerox Corporation

11 – 11:45am Building a Strategic Advantage in Global Markets

Mary Dillon, EVP and Global CMO, McDonald's

11:45 – 12:30pm Making Your Brand Voice Heard

John Hayes, Global CMO, American Express

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, Wharton School of Business and Roch Parayre, Senior Partner, Decision Strategies International Inc.

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, Wharton School of Business

4 – 5:30pm Application Spotlights

Living on the Brand-Building Edge

Dana Anderson, former President and CEO, DDB/Chicago

Proven Brand Strategy Tools and Techniques

Suzanne Tager, Practice Area Director, Bain & Company

The Next Generation of Customer Research Tools

Eriq Almquist, Partner, Bain & Company

Why Most B2B Segmentation Fails and What to Do About It

Gary Lilien, Research Director, ISBM

Marketing Mix Decisions: New Perspectives and Practices

Jeff Hunter, Director of Consumer Insights, General Mills

The Marketing and Sales Capacity Challenge

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

6 – 7:30pm Evening Networking Reception

Build on the day's deep-dive sessions and discussion forums with this chance to network with other marketers. It's the perfect setting to establish strong relationships and continue the dialogue, not just into the night, but well beyond the conference itself.

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

10:30 – 12:30pm Strategic Forums

Creating a Holistic Communication Strategy

Cammie Dunaway, EVP, Marketing/Sales, Nintendo

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

Andrew Reid, President, GfK Global

Winning Strategies In Emerging Markets

Charles Ormiston, Partner, Bain & Company

12 – 1:30pm Thought Leader Round Table/Lunch

While enjoying your lunch, you'll have an excellent opportunity to discuss a subject in much greater depth with like-minded marketers. See mplanet2009.com for Round Table topics and moderators.

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, Wharton School of Business

3:30 – 4pm Closing Session

Though the event is ending, Mplanet is only just beginning! Keep the dialogue going throughout the year with personal contacts and the online Mplanet 2009 community at mplanet2009.com and Facebook.com