



Celebrating Today's Breakthrough Thinkers

Innovation is more than creativity.

It suggests both right and left brain disciplines working together to reinvent the way we connect with our consumers, wherever they may be in the world.

Thursday Afternoon, November 17

1:30pm - 2:00pm: Registration, Networking, Snacks

2pm- 2:45pm: **INNOVATOR Showcase (Right Brain):**

Redefining innovation in a budget-conscious, ROI-driven world takes a new level of resourcefulness. These INNOVATORS share how their 21st century ideas measurably affect brand performance.

- Dave Knox, CMO & Michael Stich, COO- Rockfish on Agency Brand Ventures and Marketing Accelerators
- Steve Schildwachter, EVP- DraftFCB on *The Key Elements of the Agency of the Future*

2:45pm – 3:30pm: **CHALLENGES PANEL:** *What are some of the biggest challenges you face in applying innovative thinking to international projects?*

- Lily Chakrabarty, SVP/Director- Starcom
- Sasha Savic, Chief Operating Office- Havas Media
- Scott Tegethoff, President of Global Product- UM

3:30pm- 4:00pm: **NETWORKING BREAK**

4:00pm - 4:45pm: **WHAT'S NEXT PANEL:** *What's cool now? What's next? What current trends have staying power into the next decade? How do you keep ahead of the curve?*

- Mauricio Sabogal, President of World Markets- Mediabrands
- Scott Hagedorn, CEO- Annalect Group
- Alex Hall, President- TigerSpike
- Paul Woolmington, Founding Partner- NAKED

4:45pm- 5:30pm: **INNOVATOR Showcase (Left Brain):**

INNOVATORS share how they have targeted customers using unconventional methods in novel ways to set today's gold standard for original and outstanding branding ideas.

- Emma Cookson, CEO- BBH on *Does Advertising Today Offer Sufficient Difference?*
- Paul Price, CEO- Creative Realities on *The Value of an Experience Plan, not a Marketing Plan*

RECEPTION & DIGITAL AWARDS DINNER FOLLOWS

Program as of 10-31-11. Subject to changes/additions.