

2012 Brand Management Roundtable

AGENDA

Monday, April 2, 2012

- 6:00 – 8:00 p.m.
(Park Atrium) **Welcome Reception**
- 8:00 – 9:00 p.m.
(Statler 291) **Speed Dating: Students and Roundtable Participants**

Tuesday, April 3, 2012

- 7:00 – 8:00 a.m.
(Statler Ballroom) **Networking Breakfast**
- 8:00 – 9:00 a.m.
(Statler Ballroom) **Brand Champions: Insights from the Best Global Brands**
Provocateur: Mr. Jez Frampton, Interbrand
- 9:00 – 9:15 a.m.
(Statler Ballroom) **Networking Break**
- 9:15 a.m. – 10:15 a.m.
(Statler Ballroom) **Brand Innovation: New Brand Development**
Provocateurs: Jennifer Ebert, ?What If! Innovation Partners & Mr. Christian Hempell, IHG
- 10:15 – 10:30 a.m.
(Statler Ballroom) **Networking Break**
- 10:30 – 11:30 a.m.
(Statler Ballroom) **Brands and the Triple Bottom Line: People, Profits and Planet**
Provocateur: Mr. Tom Zara, Interbrand
- 11:30 – 12:30 p.m.
(Taverna Banfi Taylor A & B) **Networking Lunch**
- 12:30 – 1:30 p.m.
(Statler Ballroom) **Digital Branding: Social+Search+Mobile**
Provocateurs: Mr. Paul Brown, Hilton Worldwide & Mr. Jez Frampton, Interbrand
- 1:30 – 2:30 p.m.
(Statler Ballroom) **Brand Capabilities**
Provocateur: Mr. Andy Bird, Brand Learning
- 2:45 – 3:45 p.m.
(Statler Ballroom) **Summary, Conclusion, Acknowledgements, and Next Roundtable**
Professor Chekitan Dev

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