

Agenda

Where: Kellogg School of Management, Chicago Campus

When: Wednesday, May 9th, 2007

8:30 – 9:00	Registration and breakfast
9:00 – 9:05	Introduction
9:05– 9:35	Keynote: Social media marketing today
9:35 – 10:30	What have we learned so far? Discussion of best practices for engaging social media users in a brand experience and measuring value to the brand.
10:30 – 11:00	The legal implications of inviting customers to participate in the brand conversation.
11:10 – 11:40	Keynote: The future of marketing through social media
11:40 – 12:35	What social marketing models will emerge in the future? Discussion of how consumers will interact with social media advertising three years from now.
12:35 – 1:00	Overview of findings
1:00 – 2:15	Lunch reception & panel on innovations across industries through social media

Agenda In-Depth:

Keynote I: Kellogg Professor Mohan Sawhney will speak about the current state of social media marketing, the players, what it means for marketers, challenges and best practices for engaging customers and making money.

Break-out session I: Round-table discussions of three key topics/questions posed by Professor Sawhney. Groups will reconvene for discussion of key insights.

Legal presentation: Roxanne Christ, partner at Latham & Watkins will discuss how to protect your brand in a customer-controlled virtual environment.

Keynote II: CEO of Organic, Mark Kingdon, will present on how social media will impact consumer marketing 3-5 years from now and what the future consumer will expect from a brand experience within an online community environment.

Break-out session II: Round-table discussions of three key topics/questions posed by Mark Kingdon. Groups will reconvene for discussion of key insights.

Findings: Summary of key insights and take-aways.

Lunch panel: Industry innovators speak about how social media has changed their relationship with customers.