

2010 SMART xChange agenda day one may 5	
	SMART xChange strategic marketing and research talk
9:30 AM – 2:30 PM <u>Pre-Event Tutorials</u> <i>(includes working lunch)</i>	SMEF strategic marketing executive forum
Tutorial A: Mobile/Social Media Marketing Tutorial B: Green Marketing Tutorial C: Multicultural Marketing	
3:15 PM – 3:30 PM <u>SMART xChange Opening Remarks</u> <i>mref Chairperson: Jamie Baker-Prewitt, Senior Vice President, Burke, Inc</i> <i>smef Chairperson: John Hambrick, Chief Satisfaction Officer, brand.powered</i>	SMART xChange strategic marketing and research talk
3:30 PM – 4:15 PM <u>SMART xChange: Opening Keynote One</u> Larry Light , former CMO, McDonald's Corporation	SMART xChange strategic marketing and research talk
4:15 PM – 5:00 PM <u>SMART xChange: Opening Keynote Two</u> William Pearce , Chief Marketing Officer, Del Monte	SMART xChange strategic marketing and research talk
5:00 PM – 6:45 PM <u>SMART xChange: Exhibit Hall Opens</u>	SMART xChange strategic marketing and research talk
5:15 PM – 6:45 PM <u>SMART xChange: Opening Reception</u>	SMART xChange strategic marketing and research talk

2010 SMART xChange agenda day two may 6		SMART xChange strategic marketing and research talk
7:45 AM – 5:00 PM Registration		SMART xChange strategic marketing and research talk
7:45 AM – 8:30 AM Breakfast		SMART xChange strategic marketing and research talk
8:15 AM – 5:00 PM Exhibit Hall Open		SMART xChange strategic marketing and research talk
8:30 AM – 8:40 AM <u>SMART xChange Morning Welcome/Keynote Recap</u> <i>mref Chairperson: Jamie Baker-Prewitt, Senior Vice President, Burke, Inc</i>		SMART xChange strategic marketing and research talk
8:40AM – 9:25 AM <u>SMART xChange Keynote Session</u> Barry Judge , Chief Marketing Officer, Best Buy		SMART xChange strategic marketing and research talk
9:30 AM – 10:15 AM <u>How to Connect to Your Consumers by Understanding How They Want to be Approached (a segmentation study)</u> Janet Gallent , Vice President, Consumer Insights & Innovation Research, NBC Universal	MREF marketing research executive forum	9:30 AM – 10:15 AM <u>TBD</u> Ted Rubin , Former CMO, E.L.F. Cosmetics
		SMEF strategic marketing executive forum

2010 SMART xChange agenda day two may 6 <i>continued</i>	
<p>MREF marketing research executive forum</p> <p>10:15 AM – 11:00 AM</p> <p><u>Meeting Business Challenges of the Next Decade: Evolving Internal Relationships, Core Competencies and Research Methods</u></p> <p>Reed Cundiff, Senior Director, Central Market Research and Insights Group, Microsoft Corporation</p>	<p>SMEF strategic marketing executive forum</p> <p>10:15 AM – 11:00 AM</p> <p><u>Branding a Nation</u></p> <p>Ido Aharoni, State of Israel</p>
<p>11:00 AM – 11:30 AM</p> <p>Break</p>	
<p>MREF marketing research executive forum</p> <p>11:30 AM – 12:15 PM</p> <p><u>Nine Hundred Days in the Trenches: Finding a Practical Approach to Market Research in Emerging Countries</u></p> <p>Cynthia Wang, Director, Market Management and Enterprise Storage, Systems and Technology Group, IBM Corporation</p>	<p>SMEF strategic marketing executive forum</p> <p>11:30 AM – 12:15 PM</p> <p><u>Voices In the Crowd</u></p>
<p>12:15 PM – 1:15 PM</p> <p>SMART xChange Luncheon</p>	
<p>MREF marketing research executive forum</p> <p>1:15 PM – 2:00 PM</p> <p><u>Rebuilding Trust in Financial Services</u></p> <p>Bob Calamari, Senior Vice President, Bank of America</p>	<p>SMEF strategic marketing executive forum</p> <p>1:15 PM – 2:00 PM</p> <p><u>Today's Marketer, Tomorrow's Growth Leader</u></p> <p>Scott Davis, Senior Partner, Prophet</p>
<p>MREF marketing research executive forum</p> <p>2:00 PM – 2:45 PM</p> <p>TBA</p> <p>Brad Smallwood, Director, Pricing and Analytics, Facebook</p>	<p>SMEF strategic marketing executive forum</p> <p>2:00 PM – 2:45 PM</p> <p>TBD</p> <p>Margaret Mattix, Exxon Mobil Chemical</p>
<p>2:45 PM – 03:30 PM</p> <p>Power Break</p> <p>Making SMART Connections</p>	
<p>MREF marketing research executive forum</p> <p>3:30 PM – 4:30 PM</p> <p><u>B2B Panel Discussion</u></p> <p>David Blair, Director, Customer Experience, Rockwell Automation</p> <p>Reed Cundiff, Senior Director, Central Market Research and Insights Group, Microsoft Corporation</p> <p>Kathleen Chattin, Vice President, Market Research, Fiserv</p>	<p>SMEF strategic marketing executive forum</p> <p>3:30 PM – 4:15 PM</p> <p><u>Bringing BING to Live</u></p> <p>Michael Kroll and Rob Osler, Microsoft</p> <p>4:15pm – 5:00pm</p> <p>TBD</p> <p>Andrea Saia, CEO, Ciba Vision</p>
<p>5:00 PM – 5:30 PM</p> <p>Synthesis/Spontaneous Exchange/Learning Journal Exercise</p>	

2010 SMART xChange agenda day three may 7		SMART xChange strategic marketing and research talk
7:45 AM – 11:30 AM Registration		SMART xChange strategic marketing and research talk
7:45 AM – 8:15 AM Breakfast		SMART xChange strategic marketing and research talk
8:15 AM – 8:30 AM <u>SMART xChange Morning Welcome/Keynote Recap</u> <i>smef Chairperson: John Hambrick</i> , Chief Satisfaction Officer, brand.powered		SMART xChange strategic marketing and research talk
8:30 AM– 9:10 AM <u>SMART xChange Opening Keynote</u> Susan Athey , Chief Economist, Microsoft Corporation		SMART xChange strategic marketing and research talk
9:15 AM – 10:00 AM <u>Turning Research & Customer Insights into Action</u> Paul Ballew , Senior Vice President, Customer Insights & Analytics, Nationwide Insurance	MREF marketing research executive forum	SMEF strategic marketing executive forum 9:15 AM – 10:00 AM Josh Onysko , CEO and Founder, Pangea Organics
10:00 – 10:30 Break & Hotel Room Check-Out		SMART xChange strategic marketing and research talk
10:30 – 11:15 <u>Researching Corporate Reputation among Policymaker and Elite Audiences</u> David Ginsberg , Director, Insights and Market Research, Intel	MREF marketing research executive forum	SMEF strategic marketing executive forum 10:30 – 11:15 TBD Julie Krueger , Senior Vice President, Marketing and E-commerce, OfficeMax
11:15 – 12:00 <u>Predicting the Present</u> Hyunyoung Choi , Senior Economist, Google	MREF marketing research executive forum	SMEF strategic marketing executive forum 11:15 – 12:00 Panel on Reinvention Mike Maddock , Maddock
12:00 PM – 12:30 PM Synthesis/Spontaneous Exchange/Learning Journal Exercise		SMEF strategic marketing executive forum