

The Graduate Center/ CUNY 365 5th Ave, New York, NY
Thursday, June 19, 2008 1:30 PM — 6:00 PM

EVENT DESCRIPTION

The Millennials, or Generation Y, born between 1976 and 2001, represent the largest generation since the Baby Boomers. Almost all of them own a computer, cell phone, and use instant messaging and social networks every day. They rely on their friends for everything in terms of what influences their buying behavior. The Baby Boomers, born between 1945 and 1964, will start to retire in 2011. Boomers spend money and consume products very differently from later generations. Organizations who understand the Boomer's changing needs have a large but challenging opportunity in front of them. We will explore case studies from leading companies who have successfully segmented their communications according to generation.

SPEAKERS



Stacie Bright

Senior Communications Marketing Manager,
Unilever's Dove, Vaseline, Ponds, Caress,
Q-Tips, Wisk, All and Snuggle Brands



Adrienne Garland

Vice President Marketing,
PR Newswire



Brandon Evans

Managing Partner, Strategy and Services,
Mr. Youth



Emily Kanders Goldfischer

Vice President of Public Relations,
Lowe's Hotels



Dana Markow

Vice - President, Senior Consultant,
Youth and Education Research,
Harris Interactive



Bill Kircos

Director, Technology Public Relations Group,
Intel Corporation



Alan Wurtzel

President, Research and Media Development
NBC Universal



Kristen Paragona

Director, External Communications,
HCL America



Deirdre Bigley

VP, Marketing,
IBM Software, Americas

AGENDA:

1:30 - 1:45 pm	Registration
1:45 - 2:00 pm	<p>Welcome Remarks</p> <ul style="list-style-type: none"> Steve Etzler, Founder and CEO, Business Development Institute Adrienne Garland, Vice President Marketing, PR Newswire
2:00 - 2:35 pm	<p>Case Study: NBC's Insights into Generational Segmentation</p> <p>Alan Wurtzel, President, Research and Media Development, NBC Universal Research - NBC Universal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news and information to a global audience. Alan will share a behind the scenes perspective on how and why NBC segments its strategy according to age.</p>
2:35 - 3:10 pm	<p>Case Study: Dove Campaign For Real Beauty: Creating Communication Programs Tailored to Specific Generations of Women</p> <p>Stacie Bright, Senior Communications Marketing Manager, Unilever's Dove, Vaseline, Ponds, Caress, Q-tips, Wisk, All and Snuggle brands - Stacie has received multiple industry awards including the PRSA "Best of Show" Silver Anvil and the PR Week Award for the Consumer Launch Campaign of the Year, among others. Stacie will share her experiences on how generational segmentation played a key role in the highly successful campaign.</p>
3:10 - 3:45 pm	<p>Case Study: Engaging Consumer 2.0:</p> <p>Brandon Evans, Managing Partner, Strategy and Services, Mr. Youth - Consumer 2.0 provides a radical dive into new consumer behavior that has penetrated the teen and college markets. Brandon Evans discusses how marketers can thrive in the midst of these changes by understanding the five rules to engaging this new breed of consumer.</p>
4:00 - 4:15 pm	<p>Panel Opening Presentation</p> <p>Dana Markow, Vice President, Senior Consultant of Youth & Education Research, Harris Interactive</p>
4:15 - 5:00 pm	<p>Panel Discussion</p> <p>Moderator: Dana Markow, Vice President, Youth & Education Research, Harris Interactive</p> <ul style="list-style-type: none"> Deirdre Bigley, VP, Marketing, IBM Software, Americas Emily Kanders Goldfischer, Vice President, Public Relations, Loews Hotels Bill Kircos, Director, Technology Public Relations Group, Intel Corporation Kirsten Paragona, Director, External Communications, HCL America, Inc.
4:30 - 5:00 pm	Networking Reception in Exhibit Hall

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