

The Graduate Center/ CUNY 365 5th Ave, New York, NY
 Tuesday, September 9, 2008 8:30 AM — 11:30 AM

EVENT DESCRIPTION

According to the dictionary, the definition of “Innovation” is generally understood as the successful introduction of a new thing or method. It typically involves creativity, but is not identical to it: innovation involves acting on the creative ideas to make some specific and tangible difference in the domain in which the innovation occurs. Communications is innovation; it involves creativity and constantly introduces a new things or methods. Both involve invention; to be innovative re-invention must occur. This roundtable breakfast will explore this idea and focus on the intersection of innovation and communications, addressing the following questions throughout the morning:

- How do you innovate communications?
- What does innovation mean to communications professionals?
- What environment is required for innovation?
- What are examples and case studies from companies who are known for their innovation?
- How do you measure and monitor innovation?
- How does the communications function collaborate and integrate with product development and design functions?
- How do you use social media to help innovate the communications function?

SPEAKERS



Moderators:
Brandee Barker
 Director of Global Communications
 Facebook



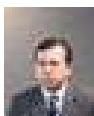
Deidre Bigley
 Vice President, Marketing
 IBM Software, Americas



Robin Carey
 CEO and Cofounder
 Social Media Today, LLC



Jeff Dahncke
 Director, Public Relations
 The Pepsi Bottling Group



Saswato Das
 Directors, Global Media Relations,
 Global Communications, SAP AG



Matt DeLoca
 Vice President of Sales
 The FeedRoom



Jeremy Dickstein
 Director of Business Development
 Citi Smith Barney



Dale Durrett
 Eastern Region Sales Manager
 LinkedIn



Augustine Fou
 Digital Strategist
 MRM Worldwide



Adrienne Garland
 Vice President of Marketing
 PR Newswire



Steve Giannetti
 Vice President and Group Publisher
 National Geographic Magazine



Dave Gray
 Founder and Chairman
 XPLANE



Paul Hagar
 VP Marketing, Contract Division
 Hunter Douglas



Larry Harris
 President
 Ansible



Julia Hood
 Publishing Director
 PR Week



Jessica Luterman Naeve
 Director
 De Silva + Philips, LLC



Rishi Malhotra
 Forcer VP, Multi-Platform Marketing
 Home Box Office, Inc.



Heather Malkin Nesle
 Director, Community & Philanthropic
 Services, HSBC Bank USA, N.A.



Heather Oldani
 Director of Communications
 McDonald's U.S. Communications



Linda Recupero
 EVP Public Affairs
 HSBC Bank, USA N.A



Adam Selig
 Chief Executive Officer
 Visible Technologies

AGENDA:

Roundtable Topic Discussion Sessions

9:00 - 9:25 am	Roundtable Discussion Session 1
9:30 - 9:55 am	Roundtable Discussion Session 2
10:00 - 10:25 am	Roundtable Discussion Session 3
10:30 - 10:55 am	Roundtable Discussion Session 4
11:00 - 11:25 am	Roundtable Discussion Session 5

Discussion 1: Is your Communication Strategy as Innovative as Your Products? Moderated by Brandee Barker, Director of Global Communications, Facebook

Discussion 2: Branding in a New and Innovative World Moderated by Deirdre Bigley, Vice President Marketing, IBM Software, Americas

Discussion 3: Online Community: What is the Value Proposition? What are the Rules and Best Practices? Moderated by Robin Carey, CEO and Cofounder, Social Media Today LLC

Discussion 4: Innovation Clutter Moderated by Jeff Dahncke, Director, Public Relations, The Pepsi Bottling Group

Discussion 5: How to make use of technology to communicate your messages innovatively Moderated by Saswato Das, Director, Global Media Relations, Global Communications, SAP AG

Discussion 6: Innovating Communications Through Web Video Moderated by Matt DeLoca, Vice President of Sales, The FeedRoom

Discussion 7: Engaging Your Internal Audience. Moderated by Jeremy Dickstein, Director of Business Development Communications, Citi Smith Barney

Discussion 8: B2B Marketing on Social Networks Moderated by Dale Durrett, Eastern Region Sales Manager, LinkedIn

Discussion 9: The Need for Speed: How Social Media is Essential in Speeding Innovation Moderated by Augustine Fou, Digital Strategist, MRM Worldwide

Discussion 10: New Technologies, Tools and Innovations in Communications & Marketing. Moderated by Adrienne Garland, VP Marketing, PR Newswire

Discussion 11: Successful Keys to Brand Integration. Moderated by Steve Gianetti, Vice President and Group Publisher, National Geographic Magazine

Discussion 12: What Works? Innovations in Communication Moderated by Dave Gray, Founder and Chairman, XPLANE

Discussion 13: Using Content-Based Advertising to Create Innovative Relationships with Media Moderated by Paul Hagar, VP Marketing, Contract Division, Hunter Douglas

Discussion 14: Mobile Marketing : The Final Frontier Moderated by Larry Harris, President, Ansible

Discussion 15: Helping media companies keep up. Moderated by Julia Hood, Publishing Director, PR Week

Discussion 16: Communicating Innovation While Buying or Selling a Company Moderated by Jessica Luterman Naeve, Managing Director, De Silva + Phillips

Discussion 17: 3 Screen Engagement: Using Content to Market Content. Moderated by Rishi Malhotra, Former Vice President, HBO On Demand and Multi-Platform Marketing, HBO, Inc.

Discussion 18: Innovating Communications Through Cause Marketing Moderated by Heather Nesle, FVP, Community & Philanthropic Services, HSBC Bank USA,

Discussion 19: Innovating Lines of Convergence at McDonald's Moderated by Heather Oldani, Director Communications, McDonald's U.S. Communications

Discussion 20: Innovating While Greening Your Communications Moderated by Linda Recupero, EVP Public Affairs, HSBC Bank, USA, N.A.

Discussion 21: Innovative ways to increase revenue opportunities, reduce crisis communications risk, and strengthen customer retention through social media engagement Moderated by Adam Selig, Chief Executive Officer, Visible Technologies

SPONSORS:

Platinum:



Gold:



Media Sponsors:

