

Time	Grand Ballroom	Breakout Room 1	Breakout Room 2	Continental Ballroom	Speaker Q&A	
8:50 AM	<b>Tod Plotkin</b> Green Buzz Agency <i>Introduction</i>			Niche Discussion	All Day Following Each Presentation	
9:00 AM	<b>Major George Hood</b> The Salvation Army <i>Communication: The Lifeblood of All Organizations</i>					
9:30 AM	<b>B. Bonin Bough</b> PepsiCo <i>Digital Fitness</i>					
10:00 AM	<b>Gwynne Kostin</b> General Services Administration <i>Anytime, Anywhere, Any Device</i>	<b>Tim Mahlman</b> Klout <i>Fireside Chat: Reaching the Influential Consumer</i>	<b>Christian Campagnuolo</b> Blackboard <i>Blackboard's Story</i>	<b>Digital Marketing Ecosystem</b> Jim Rogers Neustar Enterprise Solutions		
10:20 AM	<b>Jonathan Stephen</b> JetBlue Airways <i>Mobile: The Connected Traveler</i>					
10:40 AM	<b>Matt Goddard</b> R2integrated <i>Social Decision Making and the Conversation Layer</i>					
11:00 AM	<b>Jamie DePeau</b> Lincoln Financial Group <i>Brand 360</i>	<b>Rich Pesce &amp; June Casalmir</b> Capital One & Sprint Nextel <i>Negotiating the Truce Between Lawyers and Social Media Pros</i>	<b>Tim Washer</b> Cisco <i>Humanizing Your B2B Brand with Social Video</i>	<b>The Persistent Customer Experience</b> Patrick O'Leary LookThink		
11:30 AM	<b>Amy Thibodeau</b> Facebook <i>Copy Matters: Content Strategy for the Interface</i>	<b>Melodie Jackson &amp; Mitch Baranowski</b> Harvard & BBMG <i>Rebranding in the Age of Social Media</i>	<b>Jason Keith</b> Vistaprint <i>Micros: 25 Million People You're Ignoring</i>	<b>One Video Does Not Fit All</b> Sara Evans & Kevin Bradley Green Buzz Agency		
12:00 PM	<p><b>Strategy Brainstorming!</b> Attendees break into teams to tackle one another's most important strategy issues. <i>In the Grand Ballroom and Breakout Room 1</i></p> <p>OR</p> <p><b>Lunch!</b> Available in the Continental Ballroom @ 12:00pm Available in Breakout Room 2 @ 12:25pm</p>					All Day Following Each Presentation
1:05 PM	<b>Panel</b> Washington Post Rosetta Stone HBO <i>Social Media @ Large Organizations Part 1</i>	<b>Chris Traganos &amp; Steven Mau</b> Evernote & NYU Stern <i>Web Development Playbook</i>				
1:50 PM	<b>Panel</b> Hilton Worldwide Dunkin' Donuts Gap <i>Social Media @ Large Organizations Part 2</i>	<b>Allison Hillhouse</b> MTV <i>Let's Play Marketing</i>	<b>Duncan Moss</b> Marketing Consultant <i>Trust - How Do You Build it Online</i>	<b>2012 Web Predictions</b> Jordan DeVries LookThink		
2:30 PM	<b>Panel</b> Dept of Energy Dept of the Interior Dept of Health and Human Services Dept of Agriculture <i>New Media in the Government</i>	<b>Gayle Weiswasser</b> Discovery <i>The Power of Real Time Engagement</i>	<b>Jacelyn Swenson</b> IBM <i>IBM's Social Media Alumni Network</i>	<b>3 Keys to Keeping it Real and the ROI of Authenticity</b> Mo Edjjali ZenCEO		
3:00 PM		<b>Stephanie Schierholz</b> NASA <i>NASA Tweetups</i>	<b>Mark Rotblat</b> TubeMogul <i>Measuring to Campaign Objectives in Online Video</i>	<b>Is There Life After the LinkedIn Profile?</b> Victoria Iprì Modello Media		
3:30 PM	<b>Panel</b> Huffington Post Bloomberg Mashable <i>Media Coverage of Social Media</i>	<b>Jim Rosenberg</b> The World Bank <i>The World Bank &amp; Twitter</i>	<b>Gwen Foutz &amp; Rachelle Lacroix</b> Fleishman-Hillard <i>Social Platform Strategies for Global Brands</i>	<b>Deconstructing the Video Production Planning Process</b> Sara Evans & Kevin Bradley Green Buzz Agency		
4:00 PM	<b>Max Clark</b> Vifone <i>Social Gaming</i>	<b>Katie Harbath</b> Facebook <i>Political Campaigns &amp; Facebook</i>	<b>Greg Reeder</b> Defense Media Activity <i>Shifting Sands of Communication: Going Digital</i>	<b>Twitter Strategy</b> Melanie Spring Sisarina		
4:30 PM	<b>Timothy Chi &amp; Sonny Ganguly</b> WeddingWire <i>From "Yes!" to "I Do," Success with Technology in the Wedding Industry</i>	<b>Kori Schulman</b> The White House <i>White House Case Study: Tax Cut</i>	<b>Mike Chan</b> Washington Capitals <i>Capitals: Multi-Channel Case Study</i>	<b>How Well Do You Know Your Audience?</b> Dawn Arteaga Porter Novelli		
5:00 PM						
<b>KEY:</b>	<b>MOBILE</b>	<b>BRANDING</b>	<b>GOVERNMENT</b>	<b>VIDEO</b>		
	<b>WEB DESIGN</b>	<b>DIGITAL</b>				