

Experience the Changing Face of Branding at *BrandSmart* 2007

JUNE 19, 2007 • W CHICAGO – LAKESHORE HOTEL



CHICAGO AMA
FOR MARKETING PROFESSIONALS

brandsmart

2007 CONFERENCE

The changing face of branding
a 360° perspective.

Get the 360° perspective on branding today.

At this year's *BrandSmart* conference, industry thought leaders from around the country will give you a 360° perspective on branding from brand DNA, internal branding, brand innovation to brand shepherding in a brand new world.

Throughout the day, speakers will engage you in the changing face of branding with thought-provoking sessions.

TUESDAY, 6/19/07 • 8:00 A.M. TO 7:00 P.M.
W CHICAGO – LAKESHORE HOTEL

EARLY BIRD PRICING
(THROUGH MAY 18)

REGULAR CONFERENCE RATES
(AFTER MAY 18)

REGISTRATION HOTLINE **312-280-0449**

ONLINE **WWW.CHICAGOAMA.ORG**

MORNING AT A GLANCE

BREAKFAST RECEPTION

KEYNOTE ADDRESS ARE YOU A BRAND-RUN COMPANY?



DR. PHILIP KOTLER
KELLOGG SCHOOL
OF MANAGEMENT,
NORTHWESTERN UNIVERSITY
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BRANDING INNOVATION TO
DELIVER CUSTOMER VALUE

RANDY WAGNER
CHIEF MARKETING OFFICER,
ORBITZ

360° BRAND MANAGEMENT:
DRIVING HOME-RUN
BRANDING FROM THE
BOTTOM UP

BROOKS BOYER
VICE PRESIDENT AND CHIEF
MARKETING OFFICER,
CHICAGO WHITE SOX

LUNCH SPONSORED BY **SDL INTERNATIONAL**

AFTERNOON AT A GLANCE

360° POINT OF VIEW PANEL

CORPORATE BRANDING AND
REPUTATION MANAGEMENT

RICH JERNSTEDT
CHIEF MARKETING OFFICER,
FLEISHMAN-HILLARD

NEW MEDIA AND INTEGRATED
MARKETING

BOB BERNSTEIN
SENIOR VICE PRESIDENT AND
DIRECTOR OF MEDIA, DRAFTFCB
CHICAGO

BRAND IDENTITY AND DESIGN

CURT SCHRIEBER
PRINCIPAL, VSA PARTNERS

BRAND STRATEGY

JOHN GRACE
PARTNER, BRAND TAXI

MODERATOR

MIKE BEIRNE
SENIOR REPORTER, *BRANDWEEK*

THE JETBLUE BRAND
EXPERIENCE: BRINGING
HUMANITY BACK TO AIR
TRAVEL

ERIC BRINKER
DIRECTOR OF BRAND
MANAGEMENT, JETBLUE
AIRWAYS

TRACK SESSIONS

CONSUMER TRACK:
BUILDING AND PROTECTING
THE ESSENCE OF A BRAND

DUSTIN COHN
DIRECTOR OF GATORADE
& PROPEL INNOVATIONS,
GATORADE

B2B TRACK:
HOW TO INSPIRE NEW LIFE:
REPOSITIONING A BRAND
TO MEET CHANGING
CUSTOMER NEEDS.

MICHAEL O'MALLEY
DIRECTOR – EXTERNAL
MARKETING, TELLABS
STEVE JOHNSON
SENIOR VICE PRESIDENT AND
PARTNER, SLACK BARSHINGER

CLOSING KEYNOTE ADDRESS BRAND IMMERSION



HOTELS
WORLDWIDE

CINDY HILL
DIRECTOR OF FIELD
MARKETING-OPENINGS,
W HOTELS WORLDWIDE

A CALL TO ACTION
EVENING RECEPTION AND ROUNDTABLES WITH
THE EXPERTS AND YOUR PEERS

TO ALL OUR SPONSORS,
THANK YOU!

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