



our digital future

Media Management Center ■ Northwestern University

Our Digital Future

Conference Schedule

September 9 – 11, 2007

McCormick Tribune Center, Northwestern University, Evanston, Illinois

Sunday, September 9: All events this day are at the Doubletree Hotel

6:00 – 7:30 p.m.	Reception and Dinner <i>(Monaco Room at Doubletree Hotel, 9599 Skokie Blvd, Skokie, IL)</i>
7:30 – 7:45 p.m.	Welcome and Introduction Michael P. Smith, Executive Director of Media Management Center
7:45 – 9:00 p.m.	Keynote Address: Organizational Transformation John H. "Jack" Griffin, Jr., President of Meredith Publishing Group

Monday, September 10: All events this day will be on the Northwestern University campus

7:30 – 7:40 a.m.	Shuttle buses will begin boarding at the Doubletree at 7:30 am and depart promptly at 7:40 a.m. for the McCormick Tribune Center at Northwestern University.
8:00 – 8:30 a.m.	Continental breakfast <i>(McCormick Tribune Center forum at Northwestern University)</i>
8:30 – 9:00 a.m.	Welcome and Introductions Vivian Vahlberg, Digital Media Director of Media Management Center
9:00 – 10:30 a.m.	The New Landscape Michael P. Smith, Executive Director of Media Management Center
10:30 – 10:45 a.m.	Break
10:45 – 12:15 p.m.	Communities and Networks Rich Gordon, New Communities Director of Media Management Center
12:15 – 1:15 p.m.	Lunch
1:15 – 3:00 p.m.	Lessons in Innovation and Leadership, Part 1 Annette Moser-Wellman, President of FireMark, Inc.
3:00– 3:15 p.m.	Break
3:15 – 4:15 p.m.	Lessons in Innovation and Leadership, Part 2 Annette Moser-Wellman, President of FireMark, Inc.
4:15 – 5:45 p.m.	Web 2.0 Strategy Michael P. Smith, Executive Director of Media Management Center



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5:45 p.m.	Walk (or ride) to Allen Center
6:00– 7:30 p.m.	Reception and Dinner (<i>Allen Center at Northwestern University</i>)
7:30 – 7:45 p.m.	Welcome and Introduction Michael P. Smith, Executive Director of Media Management Center
7:45 – 9:00 p.m.	The Future Comes from the Slime and Other Mind Bullets Rishad Tobaccowala, CEO of Denuo and Chief Innovation Officer of Publicis Groupe Media
9:15 p.m.	Shuttle buses will take guests back to the Doubletree Hotel in Skokie.

Tuesday, September 11: All events this day will be on the Northwestern University campus

7:30 – 7:40 a.m.	Shuttle buses will begin boarding at the Doubletree at 7:30 am and depart promptly at 7:40 a.m. for the McCormick Tribune Center at Northwestern University.
8:00 – 8:30 a.m.	Continental breakfast (<i>McCormick Tribune Center forum at Northwestern University</i>)
8:30 – 9:00 a.m.	Reflections of the previous day Vivian Vahlberg, Digital Media Director of Media Management Center
9:00 – 10:30 a.m.	The Future Workforce William Chafetz and Michael McCreary, Deloitte Consulting LLP
10:30 – 10:45 a.m.	Break
10:45 – 12:15 p.m.	Show Me the Money Alan Mutter, Managing Partner of Tapit Partners
12:15 – 1:15 p.m.	Where do we go from here? Vivian Vahlberg, Digital Media Director of Media Management Center
1:30 p.m.	Shuttle bus will be available to go back to the Doubletree Hotel.
1:15 – 3:00 p.m.	Lunch (optional)
3:00 p.m.	Shuttle bus will be available to go back to the Doubletree Hotel.