

social media marketing symposium

kellogg school of management media management center

Wednesday, May 9th 2007

Kellogg School of Management, Chicago campus

Digital media and social networks are changing the way consumers are informed and entertained. This evolution is creating new opportunities for consumers to express their thoughts and ideas through online communities. Content providers and marketers must embrace this changing environment and integrate brand messages seamlessly and creatively within this new medium while providing value to consumers.

In a half-day, invite-only session, the **Social Media Marketing Symposium** will address this changing media landscape and engage participants to co-create knowledge that answers some of the industry's most pressing questions.

Guided by issues raised in the keynotes, round table discussion groups will be asked to brainstorm around ideas, questions or issues related to the current and future opportunities for brand involvement in social media. This format will provide participants with the platform for testing new concepts and receiving feedback from a cross-section of industry professionals and thought leaders.

This event will address social media marketing questions such as:

- How can brands engage consumers in a networked environment? How will brands measure that "engagement"?
- What are the best practices for integrating media content with consumer brands in online communities?
- What are the foremost marketing legal issues?
- Who are the social media consumers of the future?
- How do multiple platforms of media consumption affect consumer interaction with social media & brand messages?

Who should attend?

- Marketers who use or are considering using social media to reach consumers
- Media/technology company executives who want to explore partnering with advertisers to monetize their social media sites
- Academics with interest/research in social communities

Why attend?

- Keynotes from leading-edge industry professionals and academics on major issues in social media
- Round-table discussion format, facilitating cross-pollination of ideas across industry groups and the academic realm
- Opportunity to problem-solve around key issues relating to marketing in social media
- Peer networking with executives, academics, young thought leaders at Kellogg who can share insights about social media
- Published takeaway summary of symposium knowledge creation

Keynote Speakers:



Mohan Sawhney

Kellogg's Professor Sawhney is a globally recognized scholar, teacher, consultant and

speaker in technology marketing, new media, innovation and e-business. His research and teaching interests include marketing and media in the connected world, process-centric marketing, collaborative marketing, organic growth and network-centric innovation.



Mark Kingdon

Mr. Kingdon has served since 2001 as CEO of Organic, a leading digital marketing

agency that helps companies create exceptional consumer experiences online for clients such as Sprint, DaimlerChrysler and Bank of America. Mark is a regular contributor to publications such as the *Wall Street Journal*, *New York Times*, *Advertising Age* and others on the topic of social media and the future of marketing.



Roxanne Christ

Ms. Christ is a partner in the Corporate Department of Latham & Watkins' Los Angeles office. Ms. Christ's practice focuses on media transactions, general corporate, intellectual property and transactional property portfolios.

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