

PRACTITIONERS PRESENTATIONS - FRIDAY, MAY 9

8:30 - 9:00 am	Registration, Breakfast & Networking
9:00 - 9:45 am	Edward C. Malthouse, Tom Collinger, Northwestern University The Medill IMC Spiegel Research Center at Northwestern University
9:45 - 10:30 am	Peter Dublin, Adobe
10:30 - 10:40 am	BREAK
10:40 - 11:25 am	Kristie Heins Fox, Edelman
11:25 am - 12:15 pm	Alex Menocal, Crea + Cenergy Brand Activation Partnership
12:15- 1:15 pm	LUNCH & NETWORKING
1:15 - 2:00 pm	Jennifer Wesley, Google
2:00 - 2:45 pm	Jerry DiTripani, Amway
2:45 pm	Closing Remarks and Evaluations
3:00 pm	Conference Ends

Register
<http://bit.ly/racomimc>

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