

EVENT SCHEDULE

9:15 - 9:45 am

Registration and Breakfast (*Breakfast sponsored by DePaul University Kellstadt Marketing Center*)

9:45-10:00am

Welcome Address

Presented by Michelle Blechman, MMEF President and Mary Tarling, Chair Undergraduate Dunham School of Business at Aurora University

10:00 - 11:00 am

Keynote Address

Presented by Adam Kempenaar, Sr. Director New Media & Creative Services, Chicago Blackhawks

11:00 am - 12:00 pm

Career Panel

Moderated by Cyndi Greenglass, Diamond Marketing Solutions

Panelists:

- David Martinelli, Digital Marketing Manager, McDonald's Corp.
- Kristie Heins Fox, SVP Corporate Technology, Edelman
- Eric Ozarowski, Founder, Oh! Social

12:00 - 1:15 pm

Lunch and Networking (*lunch sponsored by DePaul University Kellstadt Marketing Center*)

Attendees should relocate to the University Banquet Hall for remainder of program

1:30 - 3:30 pm

Roundtable Discussions

For each roundtable discussion students will go to their assigned topic. Please see separate handout for descriptions and your nametag for table assignments.

1:30 - 1:40	Introductions
1:40 - 2:05	Round Table 1
2:05 - 2:15	Switch tables
2:10- 2:35	Round Table 2
2:35 - 2:40	Switch tables
2:40- 3:05	Round Table 3
3:05- 3:10	Wrap- Up

3:15 - 3:30 pm

Conclusion & Closing Remarks

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