

<b>Sunday</b>	<b>Session</b>	<b>Speaker</b>
12:00 PM - 5:00 PM	Registration	
Noon Sun. - Noon Tues.	Hands On Demo Lab	
5:00 - 6:00 PM	Opening Ceremony	Chris Linskey
6:00 - 8:00 PM	Welcome Reception	
<b>Monday</b>	<b>Session</b>	<b>Speaker</b>
7:00 AM - 8:00 AM	Continental Breakfast	
8:00 AM - 9:15 AM	<b>A Light at the End of the Tunnel: An emerging vision for electronic incentive marketing</b> - Over the past few years the onslaught of new technology has resulted in many tests and very few significantly changed behaviors. But over the last few months, trends have emerged which indicate a growing consensus in how new technology will manifest itself in terms of digital promotional offers. This talk will review the emerging technologies, outline the growing consensus and discuss the activities which will become critical in the wake of this emerging vision.	David Diamond
9:15 AM - 10:00 AM	<b>Transforming the Valassis Brand</b> - New advances in reaching and activating consumers to your brand	John Lieblang
10:00 AM - 10:15 AM	Break	
10:15 AM - 11:00 AM	<b>The Value (and the Risks) of Social Media</b> - Facebook, Twitter, Yelp, iPhone applications and other social media avenues are driving consumers to "be in charge" of the conversation - brands need to be aware of what's being said about them in digital channels. This panel will discuss how they effectively monitor, understand, use and manage expectations within the social media network.	Brian Costello as moderator for a client panel; Suzi Craig, Director of Marketing & Engagement – Fathom, Leslie Poston, Founder & CEO Uptown Uncorked, Co-Author, Twitter for Dummies, Steven Ustaris, Group Media Director – Studiocom
11:00 AM - Noon	<b>Branding Beyond the Site</b> - CPM advertising rates are at an all time low, and click-through rates are meager. As online advertising moves from the cost per thousand (CPM) model, to cost per click (CPC) and cost per inquiry (CPI) and beyond, what can you do to understand how to effectively get your message to the right people at the right time?	Brian Costello as moderator for a vendor panel; Tom Woodside, Vice President, 89 Degrees Sean Keaveny, Sr. Vice President, adConductor/BurstMedia Max Fresen, Assoc. Creative Director, Studiocom
Noon - 1:00 PM	Lunch	
1:00 PM - 2:00 PM	<b>MarketExpert - The Interface and Beyond</b> - Learn about the next generation design of MarketExpert and how the products' foundation will serve as the roadmap for the future	Joel Salomons, Don Steffes, Mike Renaud
2:00 PM - 2:15 PM	Break	
2:15 PM - 3:00 PM	<b>Leverage Behavioral Data</b> - How various brands use their data and segmentation clusters to increase ROI	Mike Renaud as moderator for a client panel: Rebecca Sanders, is Vice President of Consumer Insights, Brookshires James Field, Heinens Fine Foods
3:00 PM - 3:30 PM	Expert Client Awards	Joby Daddona
3:30 PM - 6:00 PM	Hands on Demo Lab	
6:30 PM - 9:30 PM	Reception	
<b>Tuesday</b>	<b>Session</b>	<b>Speaker</b>
7:00 AM - 8:00 AM	Breakfast Buffet	
8:00 AM - 8:15 AM	Tuesday Kick-off	Chris Linskey
8:15 AM - 9:30 AM	<b>DigitalOfferExpert: The New Frontier</b> - What it is, how it works, who's playing, where it's going, and how it's changing consumer behavior	Darrell Ward
9:30 AM - 9:50 AM	Break	
9:50 AM - Noon	Customer Open Forum	Chris Linskey
Noon - 12:15 PM	Boxed Lunch	

12:15 PM - 3:00 PM

Hands on Demo Lab