

WOMMA Summit 2009 Agenda

November 18 - 20, 2009

Paris Las Vegas Hotel & Casino, Las Vegas

<http://womma.org/Summit09/agenda>

Noon - 7pm	Registration Open	<p style="color: green; font-size: 2em; font-family: cursive;">Wednesday, November 18</p>
1:00pm - 2:00pm	New Member Orientation	
2:00pm - 2:45pm	<p>Welcome: John Bell, WOMMA President Managing Director, 360° Digital Influence/ Executive Creative Director, Ogilvy Public Relations</p> <p>Annual State of WOM Address: Walter J. Carl, Ph. D, WOMMA Research & Metrics Council Chair Chief Research Officer, ChatThreads Corporation</p> <p>WOMMY Awards: David Rabjohns, MotiveQuest - WOMMY Awards Co-Chair Stu Sheldon, Escalate - WOMMY Awards Co-Chair</p>	
2:45pm - 3:00pm	<p>WOMMY AWARDS PREVIEW: Gold Presentations</p>	
3:00pm - 3:45pm	<p>KEYNOTE Emanuel Rosen - The Anatomy of Buzz Revisited: What Brands Can Learn from Non-Profits author of The Anatomy of Buzz Revisited: Real Life Lessons in Word of Mouth Marketing</p> <p>Ten years after he wrote The Anatomy of Buzz, Emanuel Rosen revisits the topic with new research and insight. In this talk he will share some inspiring stories from non-profits around the world and what brands can learn from these examples.</p> <ul style="list-style-type: none"> • Myth and facts about word of mouth marketing • Strategies for stimulating customers to spread the word • New research on buzz and word of mouth • Five practical tips to get you started 	
3:00pm - 3:45pm	<p>WOMMY AWARDS PREVIEW: Gold Presentations</p>	



4:15pm - 5:00pm

**TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA
Community: An Important Driver of WOM**

Kathy Baughman, Owner and Founder, ComBlu
Bill Johnston, Chief Community Officer, Forum One Communications
Dawn Lacallade, Community Manager, SolarWinds

Before an online community of raving fans can thrive, the community must be designed to foster active participation and full engagement. This session will share best practices for determining the right community strategy, designing the best community model (branded or non-branded), receiving approval from internal stakeholders, and managing the community to achieve desired results. Learn if community is the right strategy for your brand...And, what to do if it is!

4:15pm - 5:00pm

**TRACK 2 | CUSTOMER COMMUNITIES
Sears Holding | Building an Online Community to Deliver Measurable Business Results**

Matt Moog, Founder and CEO Viewpoints Networks
Rob Harles, VP of Community at Sears Holding

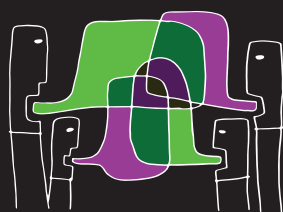
Learn about how Sears Holding has built their online community to help infuse the voice of the customer into everything that they do. This session will explain how Sears has been able to leverage customer reviews, discussions, blogs, and other forms of engagement to build an online community of more than one million monthly visitors and 300,000 registered members.

4:15pm - 5:00pm

**TRACK 3 | RESEARCH & MEASUREMENT
Home Shopping Network | Improving the ROI of Display Advertising using Social Retargeting**

Andrew Pancer, founder and COO of Media6°
Amber Minson, VP of interactive marketing, Home Shopping Network
Dax Hamman, VP of Display Media, iCrossing

HSN will share how the brand dramatically improves the effectiveness of its online advertising campaigns by incorporating online behavioral research data to better reach interested consumers.



WOMMA Summit 2009 Agenda

4:15pm - 5:00pm

TRACK 4 | WOM BEST PRACTICES

Creating and Implementing an Effective Social Media Strategy in a Decentralized Environment

Deborah L. Maue, Asst. Vice President for Marketing Strategy at DePaul University

Learn the techniques DePaul University is using to integrate all its broad-reaching social media efforts into a cohesive and harmonious multi-dimensional approach.

5:15pm - 6:00pm

**TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA
CDW | Engaging Business Buyers Through Social Media**

Lauren McCadney, Sr. Segment Marketing Manager, Small Business
Jay Hallberg, Co-Founder, Spiceworks

CDW has learned many lessons from having its employees interact with customers and potential buyers through word of mouth and social media campaigns. You'll learn CDW's unique approach, while examining critical "do's and don'ts" for online WOM.

5:15pm - 6:00pm

TRACK 2 | CUSTOMER COMMUNITIES

Hanes | Building and Measuring Relationships in Social Media

Hilton Graham, Director of Digital Strategy at Hanes Brands, Inc.
Adam Keats, Senior Vice President at Weber Shandwick

Successfully creating true two-way conversations with influential consumers is the goal of many brands. Discover how Hanes uses social media to build online relationships and measure the impact those relationships have on the bottom line.



WOMMA Summit 2009 Agenda

5:15pm - 6:00pm

TRACK 3 | RESEARCH & MEASUREMENT

Coca-Cola | The Effectiveness & Efficiency of WOM on a Beverage Experiential Trial Program

Laura Bernshausen, Senior Brand Activation Manager, Coca-Cola
Stuart Sheldon, President-Atlanta Division at Escalate
Dan Hunter, Partner at IMI International

Coca-Cola has gained tremendous experience in using WOM to test market new beverage concepts. Learn the approach Coca-Cola uses to measure the effectiveness of WOM on understanding consumer's interest, trial, repurchase, and adoption when launching new products.

5:15pm - 6:00pm

TRACK 4 | WOM BEST PRACTICES

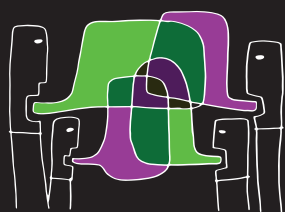
Choosing the Right Agency for your Social Media Marketing Projects

Steve Knox, CEO at Procter & Gamble Tremor
David Witt, Manager, Brand Public Relations at General Mills
Christine Morrison, Social Media Marketing Manager at Intuit

So many agencies offer social media services it's difficult to choose the right partner. Gain both the client and agency perspective on choosing the best agency partner and learn in-the-trenches advice on key points to include in your next RFP.

6:00pm - 7:30pm

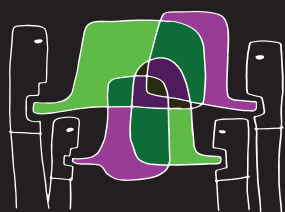
WOMMA Welcome Reception



WOMMA Summit 2009 Agenda

Thursday,
November 19

7:00am	Registration Open
7:00am - 8:00am	Breakfast & Vendor Showcase
8:00am - 9:00am	KEYNOTE Patagonia Rob Bondurant, VP of Marketing - Patagonia Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing – as well as for skiing, snowboarding, surfing, fly fishing, paddling and trail running. These are all silent sports. None requires a motor; none delivers the cheers of a crowd. Word of mouth is the vehicle to spread that spreads this spirit of adventure.
9:00am - 9:45am	WOMMY AWARDS PREVIEW: Gold Presentations
9:45am - 10:30am	GENERAL SESSION Answers from Academics to WOM's Toughest Questions Lerzan Aksoy, PhD - Assoc. Professor of Marketing, Fordham University School of Business Walter J. Carl, PhD - Founder, Chief Research Officer at ChatThreads Corp Jonah Berger, Assistant Professor of Marketing, Wharton School of Business Barak Libai, MBA, PhD - Tel Aviv University Brad Fay, COO - KellerFay Group - Moderator WOMMA has assembled some of the leading academic minds on the cutting edge of WOM Marketing to answer the "big" questions: How much is WOM really worth? Do influencers matter, and how? What are the relative merits of online and offline WOM? And what's the "social psychology" of WOM—what are the true motivators behind consumer generated media and personal recommendations?



WOMMA Summit 2009 Agenda

10:30am - 11:00am	Coffee Break
11:00am - 11:45am	<p>TRACK 1 ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA GameStop Turning Influencers into Evangelists</p> <p>Terry Dry, President of Fanscape Kristin Rodack, VP of Business Development of Fanscape Chris Olivera, VP of Corporate Communications of GameStop Freddie Wong, Gaming Influencer</p> <p>Understand the proven targeted engagement methods from GameStop's highly effective influencer marketing program which supported the release of newest Guitar Hero videogame.</p>
11:00am - 11:45am	<p>TRACK 2 CUSTOMER COMMUNITIES Ford Fusion Maximizing Sponsorships to Create Customer Conversations</p> <p>Kitty Kolding, CEO - HouseParty Brenda Yurgalonis, Team Detroit Brand Content & Alliances, Ford Car & CUV</p> <p>Learn how Ford went beyond its sponsorship of American Idol to re-launch its Ford Fusion car by also incorporating the conversational power of in-home parties to drive word of mouth for a car that isn't set to be released until 2010.</p>
11:00am - 11:45am	<p>TRACK 3 RESEARCH & MEASUREMENT The Roadmap to ROI How to measure Social Media Input, Reach and Value</p> <p>Michael Stern, Director of Group Brand Practice, Zócalo Group</p> <p>Improve your ability to better understand where and how brands are discussed online by using a benchmark scoring system to measure the effectiveness of a brand's social media efforts, as well as its success relative to competitors.</p>



11:00am - 11:45am

TRACK 4 | WOM BEST PRACTICES

Turning Skeptical Co-Workers into Progressive WOM Marketers

Sean McDonald, Principal with Ants Eye View
Sam Decker, CMO of Bazaarvoice

Corporate America is full of characters with fundamental objections to incorporating WOM and Social Media marketing strategies. In this sure-to-be entertaining session, you'll leave with smart advice on turning naïve, skeptical co-workers into becoming true believers of WOM marketing.

12:00pm - 12:45pm

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA

Tropicana | Launching New Products with Online Communities

Kaitlyn Wilkins, VP Digital Strategy, Ogilvy's 360 Digital Influence Group

Tropicana successfully introduced Trop50 by tapping into an existing online community from the BlogHer network. Tropicana created an active & rich community for women called The Juice. Hear tips on working with online communities in an authentic, unobtrusive manner.

12:00pm - 12:45pm

TRACK 2 | CUSTOMER COMMUNITIES

Mobile WOM | How the Next Generation of Mobile Devices will Redefine Permission Marketing

Brad G Beckstrom, Managing Partner at ApolloBravo
Brendan Dalton, General Manager, MillerCoors

As cell phones become smarter and enhanced with more features, the impact on ethical and effective marketing will be profound. Get on the leading edge of knowing how best to use permission-based mobile promotions to generate product buzz & WOM conversations.

12:00pm - 12:45pm

TRACK 3 | RESEARCH & MEASUREMENT

The Proven Momentum Effect of Word of Mouth

Graeme Hutton, SVP, Director of Consumer Insights, Universal McCann

Studies reveal traditional advertising has a positive effect on sparking and sustaining word of mouth marketing conversations. Learn the latest research findings and business practices designed to help you better sync advertising campaigns with word of mouth programs.



WOMMA Summit 2009 Agenda

12:00pm - 12:45pm

TRACK 4 | WOM BEST PRACTICES

MARS | The Value of Establishing an Integrated Corporate Social Media Policy

Amanda Zaky, Manager of Interactive, Mars Snackfood US
Ryan Bowling, Director of Communications, Mars Snackfood US
Don Mayer, Director of Consumer Care, Mars Snackfood US

Baffled by roles and responsibilities in your company when it comes to social media? Learn the value of how Mars manages the division of labor between its marketing and corporate affairs teams to avoid pitfalls and achieve successes with brands like Skittles, M&M'S and more.

12:45pm - 1:45pm

Summit Power Lunch with Kristian Bush of Country Music Sensation Sugarland

Kristian Bush, Singer and Guitarist, Sugarland
Ted Wright, Founder, Managing Partner, Fizz

Sugarland is not only known for producing #1 hits, but they're also avid practitioners of WOM and can attribute much of their success to it. Ted Wright, Managing Partner at Fizz, will be on stage picking Bush's brain. Guided by the principle 'Love the fans,' Sugarland embraced social media and other tools that enabled them to better grow the community.

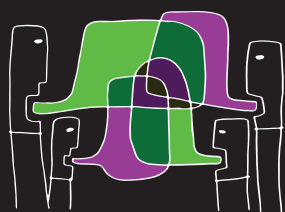
Bush will cover a string of topics, from execution to strategy, as he walks the audience through what it takes to be both a successful artist and successful enterprise in today's hyper-competitive market. Breaking through the field of country music artists took not only talent but also creative WOM marketing, a first for the industry. Sugarland keeps their fans invigorated with scavenger hunts for hidden tickets to upcoming shows, in home viewing parties, and active Twitter accounts. They are innovators in the industry by never becoming inaccessible. Their thriving community is the direct result of their 'Love the fans' mentality and active engagement.

1:45pm - 2:30pm

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA
Apple (iTunes) | Bringing the iTunes Experience to Facebook

Yvonne Nava, Sr. Group Manager, Online Marketing at Apple/iTunes
Reggie Bradford, CEO of Vitruv

Any brand can setup a Facebook Fan Page. However, not every brand designs their Facebook presence in uniquely engaging ways. Understand the strategies and techniques Apple uses to bring its one-of-a-kind iTunes experience to the Facebook community.



WOMMA Summit 2009 Agenda

1:45pm - 2:30pm

TRACK 2 | CUSTOMER COMMUNITIES

Leveraging Brand Evangelists to Authentically Position Your Brand to New Consumers

Stephany Cavatoni, Active Marketing Group, Director, Business Solutions
Lisa Carnevale, Beiersdorf, Inc., Marketing Manager
Nicolas Maurer, Beiersdorf, Inc., VP of Marketing

Seven years ago, if you didn't visit your doctor for a skin problem, you probably had not heard about Aquaphor. Learn how the brand was able to tap into a groundswell movement among runners to create a team of brand evangelists who utilized word of mouth marketing to successfully take the brand into new channels. Is a team of brand ambassadors the right strategy for you? How do you make your program authentic among target consumers? Find out as we share key insights around this tried and true word of mouth strategy.

1:45pm - 2:30pm

TRACK 3 | RESEARCH & MEASUREMENT

ESPN | How ESPN Drives Billions of WOM Conversations for Advertisers

Ed Keller, CEO of The Keller Fay Group
Julie Propper, Director, Advertising Analytics at ESPN, Inc.

Campaign after campaign, ESPN has benefitted from the cumulative power of integrating word of mouth into its advertising flight strategies. Along the way, they've measured tens of millions of conversations people have about specific brands. Learn practical research findings from ESPN on designing more effective WOM programs and using advertising to spark conversations.

1:45pm - 2:30pm

TRACK 4 | WOM BEST PRACTICES

SAP | Developing and Managing a Social Media Site for Small Businesses

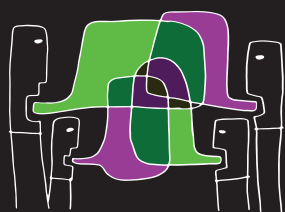
Peter J. Auditore is Head of SAP's Business Influencer Program
Robin Carey, CEO of Social Media Today

Bloggers and social media are the new platform for word of mouth marketing. The session will present a case study on the creation and success of myventurepad.com and how SAP and Social Media Today teamed up to create this success. In this session you'll learn how to develop and manage a social media site for small businesses that can be used for brand development, and lead generation.



WOMMA Summit 2009 Agenda

<p>2:45pm - 3:30pm</p>	<p>TRACK 1 ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA Meetup Building Authentic Advertiser/Customer Communities</p> <p>Mary Telesco, Vice President, Meetup Sponsorships Jason Rudman, Director, OPEN Forum Strategy & Marketing, AmEX OPEN</p> <p>There are right ways and wrong ways advertisers should engage with customer communities. There are also right ways and wrong ways to measure the success of customer communities. Learn what happens when advertisers go beyond broadcasting a message.</p>
<p>2:45pm - 3:30pm</p>	<p>TRACK 2 CUSTOMER COMMUNITIES PEMCO Organizing and Promoting Successful Corporate Tweetups</p> <p>Rod Brooks, VP and Chief Marketing Officer, PEMCO Mutual Insurance</p> <p>Brands are searching for ways to benefit from using Twitter as a business tool. PEMCO is benefitting from using Twitter to organize engaging and informative get-togethers with its Twitter followers. Find out how your business, big or small, can follow PEMCO's Twitter model.</p>
<p>2:45pm - 3:30pm</p>	<p>TRACK 3 RESEARCH & MEASUREMENT Learning Why Consumers Talk</p> <p>Steve Knox, CEO of Procter & Gamble Tremor</p> <p>One science behind word of mouth conversations is called Cognitive Psychology and its impact is irrefutable. Learn to apply the core cognitive principles that drive people to engage in word of mouth conversations in both offline and online environments.</p>
<p>2:45pm - 3:30pm</p>	<p>TRACK 4 WOM BEST PRACTICES The Rise of Participatory Social Marketing</p> <p>John Andrews, Managing Partner at Collective Bias Jenn Fowler - Walmart & ElevenMom & Social Media Consultant Clayton Rose, SVP Digital Properties for Lifetime Networks Tiffany Souders - Hershey Company</p> <p>Brands struggle with how best to engage bloggers and influentials in online conversations. Gain an insider's perspective into how big brands like Walmart, Hershey, and Lifetime have developed successful online communities, resulting in loyal customers and lasting advocacy.</p>



3:45pm - 4:30pm

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA
E & J Gallo Winery & Scotts | Integration of Consumer Relations with Social Media

Marie Shubin - Director, Global Consumer Relations, E & J Gallo Winery
Ed Billmaier - Senior Director, Relationship and Interactive Marketing at The Scotts Company
Sue Sunday - Sr. Project Manager at Microsoft Corp.

Social Media has provided the opportunity for consumers to engage not only with each other but with companies like never before. This interaction creates great rewards as well as a substantial amount of work. This discussion will cover what these organizations are doing in the realm of Social Media and how they have tightly integrated their Consumer Relations function into their social media efforts to maximize efficacy and efficiency.

3:45pm - 4:30pm

TRACK 2 | CUSTOMER COMMUNITIES
Microsoft (Bing) | Running a Successful Social Media Contest

Lynn Rowe Giroto, Senior Director of Marketing at Microsoft Corporation
Clay McDaniel, Co-Founder and Principal of Spring Creek Group

Microsoft has learned one of the best ways to build word of mouth about a brand is to run an online contest. Microsoft's "Bing Jingle" contest was a success, but it wasn't without lessons on what works and what doesn't work with user-generated contests. Learn important lessons on making the most out of online contests to drive brand awareness and trial.

3:45pm - 4:30pm

TRACK 3 | RESEARCH & MEASUREMENT
AT&T | Determining the ROI of WOM in Online Communities

Neil Beam, Senior Manager of Channel Strategy at AT&T
Natalie Petouhoff, Forrester Research
Joe Cothrel, the Chief Community Officer at Lithium Technologies

The ROI of WOM has been studied and presented, but often without real numbers to compare success. AT&T, along with Forrester Research, will present ROI data collected from two long-running online communities. These results are instructional and will provide practical numbers to help your company prepare a similar analysis.



WOMMA Summit 2009 Agenda

3:45pm - 4:30pm

TRACK 4 | WOM BEST PRACTICES

IBM & Newell Rubbermaid | Transforming Corporate Cultures from the Inside-Out Using Social Media

Rob Key, CEO at Converseon

Bert Dumars, Vice President E-Business & Interactive Marketing at Newell Rubbermaid

Pauline Ores, Market Insights, Principal Consultant - Social Strategy & Innovation at IBM

The social media efforts from Rubbermaid and IBM are having enterprise-wide impact ranging from departments including Research & Development, Legal, Customer Service, and (of course) Marketing. Learn to prepare your business internally to use social media as an engine for organizational transformation.

4:45pm - 5:30pm

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA

Campbell's Soup | Keeping Newcomers and Old-Timers Engaged in Online Communities

Peter Friedman, CEO and Chairman of LiveWorld

Jennifer Gordon, Director - Global Advertising, Campbell's Soup

As online communities mature, it becomes more difficult to keep everyone engaged. Having run online communities for years, learn Campbell's Soup proven strategies for keeping online community members involved in co-creating a place for everyone at every stage.

4:45pm - 5:30pm

TRACK 2 | CUSTOMER COMMUNITIES

Cumberland Farms Chill Zone, Tasti D-Lite | A Frozen Treat Faceoff: Facebook vs. Twitter

Dave Kerpen, Chief Buzz Officer @thebuzz

Greg Lorange, Dispensed Beverages Category Manager, Cumberland Farms
BJ Emerson, Director of Information & Social Technologies, Tasti D-Lite

In just over 3-months, Cumberland Farms, a Northeast regional convenience store, has cultivated over 70,000 Facebook fans. The step-by-step methods Cumberland Farms used are the same methods your business can use on Facebook to get people talking about your brand online.



WOMMA Summit 2009 Agenda

4:45pm - 5:30pm

TRACK 3 | RESEARCH & MEASUREMENT

Introducing a New Methodology to Measure the Effectiveness of Social Media Programs

Maura Curtin, Executive Director, Social Media Advertising Consortium
Daina Middleton, SVP, Moxie Interactive
Nichole Goodyear, CEO, Brickfish

The Social Media Advertising Consortium (SMAC) is a group of marketers and researchers working together to create uniform measurement methods for social media. SMAC will introduce its comprehensive research and definitive measurement tools to help marketers better understand social media's impact on growing revenues and increasing customer engagement.

4:45pm - 5:30pm

TRACK 4 | WOM BEST PRACTICES

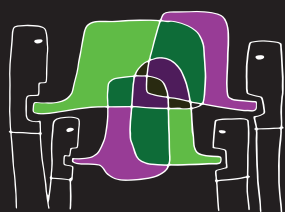
Energizing Norton Advocates, Driving Sales

Rob Fuggetta, Founder & CEO, Zuberance

In this session, you'll learn how you can identify your authentic Brand Advocates and mobilize them to amplify positive WOM and boost sales. Norton has become a Talkable Brand by energizing thousands of highly-satisfied Norton customers to spread positive WOM and boost sales. Since starting Norton Advocates in mid-2008, Norton has doubled its user ratings on leading shopping sites, doubled its WOM Advocacy score, and increased sales. Importantly, Norton does not pay or provide financial incentives to Advocates to spread positive WOM.



5:30pm - 6:30pm	Meet Ups (Brands Only)
6:30pm - 7:30pm	Brands Council Event (Brands Only)
7:30pm	Buses Depart for Palms Casino
8:00pm - 9:30pm	<p>WOMMA's a House Party with a Twist!</p> <p>WOMMA loves brands and agencies that push the envelope and create talkable campaigns. So we decided to follow your lead and create an event that will have everyone talking– House Party with a Twist. WOMMA has teamed up with sponsor House Party for a must attend event that will toss the old saying “what happens in Vegas stays in Vegas” out the window because you’ll want to tell everyone about this night.</p> <p>WOMMA has exclusive access to the world famous Hardwood Suite in the Fantasy Tower at the Palms Casino. The Hardwood Suite is a 10,000 sq. ft. sports lovers dream: it’s the only suite in the world with an indoor basketball court, locker rooms and scoreboard. The DJ will be spinning, cocktails flowing from the Live Bar, and yeah, we’ll be keeping score!</p> <p>But Wait, There’s More!</p> <p>After the party stay and play at the Palms. Your pass will get you into the top clubs in Sin City including Ghost Bar, and the Moon and Rain.</p>



Friday,
November 20

7:00am	Registration Open
7:00am - 8:00am	Breakfast & FDA Recap: Learn How WOMMA Represents the Industry to the FDA Anthony E. DiResta, Manatt, Phelps & Phillips, LLP & John Bell, WOMMA President, Managing Director, 360° Digital Influ- ence/ Executive Creative Director, Ogilvy Public Relations Kathy Baughman, Principal, ComBlu
8:00am - 1:00pm	WOM & Social Media Hospitality Style http://WOMMA.org/summit09/hospitality
8:00am - 9:15am	KEYNOTE The Role of the FTC in Word of Mouth and Social Media Marketing presented by Chuck Harwood, Assistant Deputy Director - Bureau of Consumer Protection This fall, the Federal Trade Commission (FTC) will release updated guidelines on endorsements used in advertising and marketing. These changes will impact the design and delivery of word of mouth market- ing programs. WOMMA has been working in lockstep with the FTC on these anticipated changes. Mr. Harwood will provide the audience with his insight on their role and what you need to know for you business practices. Mr. Harwood will then join our distinguished panel of indus- try insiders for a roundtable discussion.
	Roundtable Discussion: Best Practices on Ethics, Endorsement, and Adequate Disclosure Lee Peeler, C. Lee Peeler, Esq., President and CEO of the National Ad- vertising Review Council (NARC) and Executive Vice President, National Advertising Self-Regulation, Council of Better Business Bureaus (CBBB). Jory Des Jardin, Co-Founder/President, Strategic Alliances at BlogHer Sean Corcoran, Interactive Marketing Analyst at Forrester Research Anthony DiResta, WOMMA's general counsel and partner at Manatt, Phelps & Phillips, LLP Paul Rand, President & CEO at Zocalo Group
9:15am - 9:45am	WOMMY AWARDS PREVIEW: Gold Presentations



WOMMA Summit 2009 Agenda

9:45am - 10:30am

GENERAL SESSION | Customer Service: The Hidden Engine that Drives Word of Mouth

Frank Eliason, Senior Director, National Customer Operations, Comcast
Tom Asher, Director of Consumer Relations at Levi Strauss
Denise Morrissey, Online Community Manager at Toyota
John Bernier, Best Buy's Twelpforce Initiative Lead
Pete Blackshaw, EVP Digital Strategic Services, Nielsen

Conversational analysis consistently reveals that consumers talk about all aspects of customer service, from call center representative behavior to impenetrably bureaucratic feedback forms. Put another way, brand and service experience leaves a visible, high-impact digital trail. If this is true, is customer service the new gateway to break-through word of mouth strategy? If so, where should brands begin? What's required to get this right? How can it be quantified, and how can incentives be aligned to drive the right organizational outcome? Importantly, who's doing this well, and what role is social media playing in that success?

Join Nielsen EVP, WOMMA cofounder, and author of *Satisfied Customers Tell Three Friends*, *Angry Customers Tell 3,000*, Pete Blackshaw for a spirited panel on the convergence of word of mouth buzz and customer service 2.0. Joining Pete will be representatives of Toyota, Comcast, Levis, and Best Buy.

10:30am - 11:00am

Coffee Break

11:00am - 11:45am

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA Powerful Offline Ambassador Programs Achieve Measureable Drive to Retail

Stacy DeBroff, CEO at Mom Central Inc.
Tracey Hope-Ross, VP of Research at Mom Central, Inc

Engaging passionate influencers as ambassadors through geo-targeted events, in tandem with ongoing online efforts, enables brands to achieve strong and sustained retail lift — both nationally and in specific markets. This insider case study examines a year-long, multi-tiered social media campaign in which Mom Central developed and runs the "Feld Family Activators" (FFAs) Program for Ringling Bros. & Barnum and Bailey and Disney on Ice, both properties of Feld Entertainment. This presentation illuminates the power of an offline brand evangelist program in delivering successful, measurable social media results and in establishing how word of mouth campaign budgets can drive sales.



WOMMA Summit 2009 Agenda

11:00am - 11:45am

TRACK 2 | CUSTOMER COMMUNITIES

Domino Sugar | Using Social Media for Cause-Related Marketing

David Reis, President & CEO at DEI Worldwide
Jan Bottcher, Director, Marketing - Consumer Products at Domino Foods, Inc.

The Great American Bake Sale has raised millions of dollars to support child hunger and with Domino Sugar's help, this cause is benefitting from using word of mouth and social media marketing. Learn practical advice on integrating diverse social media channels to leverage conversations to make a worthwhile contribution.

11:00am - 11:45am

TRACK 3 | RESEARCH & MEASUREMENT

Measuring the Immeasurable: Defining a Social Media Currency

Jon Gibs, Vice President, Media Analytics at The Nielsen Company
Yaakov Kimelfeld, SMG
Dan Creekmore, BuzzAgent

Television has ratings. Print has circulation. Social Media has ...? The value of a social media impression is different from other media, which makes it difficult to quantify. Learn as Nielsen Online shares what it has learned about quantifying the value of online conversations and defining the currency of social media.

11:00am - 11:45am

TRACK 4 | WOM BEST PRACTICES

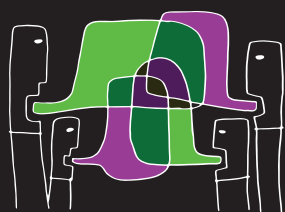
What is Ethical Word of Mouth Marketing?

Blake Cahill, SVP of Marketing at Visible Technologies – MEAP Member

WOMMA is the only leader that is committed to developing, educating, communicating, and promoting best practices in the ethical conduct of WOM marketing throughout the industry in an ongoing basis.

WOMMA has developed the Membership Ethics Advisory Panel, responsible for reviewing prospective member companies who are found in the membership application process to have questionable ethical practices as well as review allegations of unethical WOMM practices from current WOMMA members by other members of WOMMA.

Join Blake Cahill for this informative session on what is the role of the MEAP, how do they operate and how can they assist you and your business to follow these best practices in WOM.



WOMMA Summit 2009 Agenda

12:00pm - 12:45pm

TRACK 1 | ORGANIZATIONAL STRUCTURES FOR WOM & SOCIAL MEDIA
Amway | Word of Mouth Pioneer Tackles Elusive Social Media ROI

Jori Hartwig, Vice President of Marketing for Amway Global
Jeff Ambs, Sr. Digital Communications Manager for Amway

With word of mouth marketing as the foundation of its business model, Amway has been a master of the medium for 50 years. Today, the global leader in direct selling continues to tap into the power of WOM via social media outreach. Finding that traditional media metrics do not adequately capture the impact and value of social media efforts, Amway will share its unique approach to measuring the ROI on blogger engagement and creating a systematic, repeatable approach to social media outreach.

12:00pm - 12:45pm

TRACK 2 | CUSTOMER COMMUNITIES
PepsiCo | Proudsourcing: How PepsiCo Highlights Community to Foster Better Buzz

John C. Haven, VP of Social Media - Porter Novelli
Lisa Rosenberg, Partner & Managing Director, Porter Novelli
Bonin Bough, Global Director of Digital and Social Media, Pepsi Co.

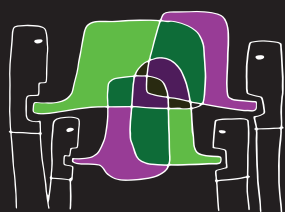
Learn the crowdsourcing strategy and tactics behind PepsiCo's successful InternetWeek sponsorship to generate positive buzz from the blogosphere.

12:00pm - 12:45pm

TRACK 3 | RESEARCH & MEASUREMENT
CNN | Understanding the Role of Influencers in the Purchase Decision Process

Gregg Liebman, Senior Vice President, Ad Sales Research at CNN

CNN has developed a breakthrough understanding of influencer behavior by integrating research data from Roper Influentials, The Keller Fay Group, McKinsey Consulting, Nielsen, and MRI. You'll learn why Influencers matter and how to plan your media buys to best reach the important Influencer audience.



WOMMA Summit 2009 Agenda

12:00pm - 12:45pm

TRACK 4 | WOM BEST PRACTICES

HP | Leveraging Advocacy Economics in Social Media

Ellen Bird, Manager at Denuo
Hewlett-Packard

Inspired by the Net Promoter® Score, Hewlett-Packard redesigned its social media strategy from a focus on products to a focus on engaging with its brand advocates. Learn how HP went from a disjointed collection of social media activities to develop cohesive and active communities of brand advocates that delivered positive financial results within two months.

1:00pm - 2:30pm

WOMMY Awards Luncheon

David Rabjohns, MotiveQuest - WOMMY Awards Co-Chair
Stu Sheldon, Escalate - WOMMY Awards Co-Chair

Join WOMMA in honoring the the people, agencies, and brands behind the most remarkable word of mouth marketing campaigns. During the Summit the seven WOMMY winners will present their winning presentation and you will pick the Grand Prix winner to be announced at the luncheon. It's a must attend event not to be missed!

2:30pm - 3:30pm

KEYNOTE | Patagonia

Rob Bondurant, VP of Marketing - Patagonia

Patagonia grew out of a small company that made tools for climbers. Alpinism remains at the heart of a worldwide business that still makes clothes for climbing – as well as for skiing, snowboarding, surfing, fly fishing, paddling and trail running. These are all silent sports. None requires a motor; none delivers the cheers of a crowd. Word of mouth is the vehicle to spread that spreads this spirit of adventure.



WOMMA Summit 2009 Agenda