

## PRE-CONFERENCE – Tuesday, April 20, 2010 @ The Hard Rock Hotel Chicago

4:00 – 6:00 pm Workshop, Sponsored by Shutterfly *Beyond The Banner- Marketing To Women 3.0* **The Fender Ballroom**  
Moderated By: Tim Rumpier, VP, Marketing & Development, imc2. **Panelists:** Janet Ryan, VP of Sponsorships, Shutterfly; Kristi Maynor, VP, Client Partner, imc2; Tom Yorton, CEO, Second City Communications; Todd Hansen, Principal, O'Malley Hansen Communications; Christine M. Riedl, Head of Enterprise Medical Product, Aetna; Christine Cook, SVP, Digital Advertising Sales, Martha Stewart Living Omnimedia

6:00 – 7:30 pm *Pre-Conference Reception Sponsored by Shutterfly* **The Hamer Room**

## DAY ONE – Wednesday, April 21, 2010 @ The Chicago Cultural Center

7:30 – 8:30 *Registration & Networking Breakfast Sponsored by Bee Leaf Bags*

8:30 – 8:45 Welcome Nan McCann, President, PME® Enterprises, LLC & Co-Founder, M2W®

8:45 – 9:15 Opening Keynote *What Women Aren't Telling You & What You Can Do About It*  
Mary Lou Quinlan, Founder/CEO and Tracy Chapman, Co-Director Brand Insights, Just Ask A Woman; Co-Authors, *What She's Not Telling You*

9:15 – 9:45 Relationship Marketing *Winning In The Relationship Era™*  
Tim Rumpier, VP, Marketing & Development, imc2

9:45- 10:30 Case Study Panel *Do You Hear Me?*  
Moderated By: Kelley Skoloda, Partner/Director, Global Brand Marketing Practice, Ketchum. **Panelists:** Leslie Dance, Dir. and VP, Brand Mktg. and Comm., Eastman Kodak Company; Stephanie Moritz, Sr. Dir., Public Relations/Social Media, ConAgra Foods Inc.; Jill Saletta, Dir., Comm. and Corp. Relations, Whirlpool Corporation

10:30- 11:00 *Networking Break Sponsored by SNIPPIES*

11:00- 11:30 Experiential Marketing/Case Study *Connect with Women through In-Home Parties*  
Kitty Kolding, CEO, House Party and Genevieve Mazzeo, PR/Social Media Manager, ConAgra Foods, Inc.

11:30- 12:00 Social Media/Word Of Mouth *Are You Spread-Worthy? The New Dynamics of WOM Marketing in a Social (Media) World*  
Jeff Weiss, The Crusader aka President and Deborah Adams, The Pragmatist aka Senior Vice President, Harbinger Communications

12:00 – 12:45 3 Workshops  
1. *Her Brand Matters: From Jackie Kennedy to New Moon Girls, Creating Brands That Resonate* - Renita Van Dusen, Founder and CEO, Affina (5<sup>th</sup> FI Millennium)  
2. *Billions in Her Briefcase: Tapping the Purchasing Power of Female Entrepreneurs* – Michele DeKinder-Smith, Founder, Jane Out of the Box (5<sup>th</sup> FI Garland)  
3. *The Digital App. That Would Make Her Life Easier Hasn't Been Invented Yet!* – Heidi T. Dangelmaier, Inventor/Founder, 3iying and GirlApproved (5<sup>th</sup> FI Washington)

12:45- 2:00 *Networking Luncheon Sponsored by Kodak; Presentation of the First Woman Award*

2:00- 2:30 Strategic Marketing *Why She Buys: The New Strategy For Reaching The World's Most Powerful Consumers*  
Bridget Brennan, CEO, The Female Factor

2:30- 3:00 Social Media for Change *Social Media: Capturing High-Flying Customers at a Grassroots Level*  
Jennifer Cawley, VP, Account Director, Barkley

3:00- 3:30 Global Marketing Insights *The Power of Women: How the World is Adapting to the Most Powerful Economic Force of the 21st Century*  
Fara Warner, Author, *The Power of The Purse*

3:30- 4:00 *Networking Break Sponsored by SPLASH Consulting*

4:00- 4:30 Global Marketing – Down Under! *The Danger of The Disconnect: How The Experience Economy is Impacting Marketing To Women*  
Amanda Stevens, CEO, Splash Consulting Group- Australia

4:30- 5:00 Case Study: Brand Anthropology *Using Brand Anthropology to Connect Women and Electronics*  
Jess Walton, Brand Director, Memorex Consumer Electronics, Imation Corp. and Erin Tait, Director Brand Anthropology, OLSON

5:00- 5:30 Case Study: Beauty & Special Needs Women *Not Marketing to Women Who Have Disabilities? You're Missing Out!*  
Nadine Vogel, President, Springboard Consulting, LLC and Ed Bullock, VP, Diversity and Inclusion, L'Oreal USA

5:30- 7:30 *Networking & Meet the Speakers Reception Sponsored by Martha Stewart Living Omnimedia*

## DAY TWO – Thursday, April 22, 2010 @ The Chicago Cultural Center

7:30 – 8:30 *Registration & Networking Breakfast Sponsored by h2O Spring Water*

8:30 – 8:45 Welcome and Presentation of the Full Circle Award Nan McCann, President, PME® Enterprises, LLC & Co-Founder, M2W®  
Liz Fongemie, SVP, PME® Enterprises, LLC & Project Director, M2W®

8:45 – 9:30 Opening Keynote *Ten Things To Do Tomorrow to Build Your Business, Without Boosting Your Budget*  
Marti Barletta, Founder, The TrendSight Group, Author, *Marketing To Women* and *PrimeTime Women*

9:30 – 10:00 New Research & Case Study *From Hostile to Loyal: Midas International's Customer Experience Transformation*  
Garry Rosenfeldt, Director of Marketing Research, Midas International

10:00 – 10:30 Digital Social Shopping *How Social Engagement is Driving Brand Preference and Sales*  
Aliza Freud, CEO, SheSpeaks; Matt Ego, Partner, Booz & Co. and Catherine Balsam-Schwaber, SVP, iVillage

10:30 – 11:00 *Networking Break Sponsored by M2W@-HC™...The Conference for Marketing Healthcare to Women*

11:00 – 11:30 Case Study: Media Mix *360° Media Marketing with Hershey's Kisses*  
Jonni Hegenderfer, CEO, Chief Vision Officer & Founder and Laura Dihel, SVP, JSH&A

11:30 - 12:15 Latina Marketing Panel *The Latina Goldmine: Why Latinas Hold the Key to Long-Term Business Success*  
Moderated By: Miriam Muléy, CEO, The 85% Niche. **Panelists:** Susan Jaramillo, Chief Creative Officer and Co-Founder, thevoxcollective; Marilyn Alverio, Principal Owner, Ethnic Marketing Solutions; Beatriz Aguirre-Gutai, CEO, Hispanic Market Strategy Group; Alba Contreras Rodriguez, Business Manager, Ford Motor Company

12:15 - 1:00 3 Workshops  
1. *Her Brand Matters: From Jackie Kennedy to New Moon Girls, Creating Brands That Resonate* - Renita Van Dusen, Founder and CEO, Affina (5<sup>th</sup> FI Millennium)  
2. *Billions in Her Briefcase: Tapping the Purchasing Power of Female Entrepreneurs* – Michele DeKinder-Smith, Founder, Jane Out of the Box (5<sup>th</sup> FI Garland)  
3. *The Digital App. That Would Make Her Life Easier Hasn't Been Invented Yet!*– Heidi T. Dangelmaier, Inventor/Founder, 3iying and GirlApproved (5<sup>th</sup> FI Washington)

1:00 - 2:15 *Networking Luncheon Sponsored by WNBA Dine & Dish with the Speakers*

2:15 - 2:45 Closing Keynote *Expect Great* Donna Orender, President, WNBA

2:45 Closing Remarks Liz Fongemie, SVP, PME® Enterprises, LLC & Project Director, M2W®