



Mastering the Digital World

Friday, May 4, 2012 • Chantilly, VA

Infinite Digital BrainFest: Mastering the Digital World				
08:00AM – 09:00AM	Check-in/Breakfast/Networking			
09:00AM – 09:50AM	Introduction/Keynote Speaker: Overcoming the Challenges of the New Digital Age			
	Digital CRM	Digital Advertising Solutions	Digital Analytics	Digital Risk Management
10:00AM – 10:50AM	Socialize to Success: Boosting sales and service through Social Media	Convergence Emergence: Getting your ad sales and supporting operations teams to work together without the use of duct tape	Feeling Socially Awkward: A strategy for measuring this hip, new world	Twitter + Facebook + Business = !@#%&^: Proactive Social Media Risk Management
11:00AM – 11:50AM	CRM at your Fingertips: The potential of Mobile CRM	Curing Silver-Bullet Syndrome: Ensuring your ad technology investments deliver with the right expectations	Measure Twice, Cut Once: Leveraging strategic analytics to drive success	The Mobile App Gold Rush: As your company seeks to capitalize on this new revenue opportunity, learn how Cybercriminals are capitalizing, too
12:00PM – 01:30PM	Networking lunch and panelist session			