



Are You a Hero in the New Digital Enterprise?

Friday, May 3, 2013 • Chantilly, VA

7:30AM - 8:45AM	Check-in/Breakfast/Networking				
8:45AM - 9:30AM	<p>Welcome: Denis McFarlane, CEO, Infnitive</p> <p>Keynote 1: Fireside Chat with Kevin Conroy, President, Univision and Ken Harrop, CEO, Infnitive Analytics</p> <p>Keynote 2: Drew Burns, Adobe</p> <p>Welcome: Phil Kyle, COO, Infnitive</p>				
	Business Intelligence and Big Data	Digital Analytics	Digital Advertising Solutions	Digital CRM	Risk Management
9:40AM - 10:40AM	Shrinking Big Data to Drive Customer Intelligence	Video Measurement: Seeing is Believing	From Migration Damnation to Innovation Salvation	Achieving Big time Selling in the Digital World	With Great Power Comes Great Responsibility - How the Cloud and Mobile Make Us Super Heroes
11:00AM - 12:00PM	Clouds on the Horizon: The New Data and BI World	Operating in a Multi-Platform World: Measure Your Way Through the Always-Connected World	Online Video and the Unibrow: Converging Platforms	The Dirty Little Data Secret to Digital CRM Success	Put Your Hands Up! Cyber War: Winning the Arms Race
12:00PM - 1:20PM	Lunch Panelist Session Raffle Drawing				
1:35PM - 2:50PM	World Café Sessions by Track				
3:00PM - 4:00PM	Interactive TalkFest Sessions by Track				
4:00PM	Gold Cup Packet Pick Up				