



2014 Agenda

Friday, May 2, 2014 • Chantilly, VA

7:30AM – 9:00AM	Check-in / Breakfast / Networking			
9:00AM – 9:55AM	Welcome & Keynote Speaker			
10:05AM – 10:55AM	The Holy Grail of Customer Intelligence: Leveraging Digital and Offline Data to Reveal Rich Customer Insights and a Holistic View of the Customer	Are Your Customers Channel Surfing? Using Business Intelligence for Smarter Customer Interactions & Better Experiences	Organizational Transformation: Driving Change in the Digital Ecosystem	Publisher + Programmatic: The Business Strategy Behind the Buzzword
11:05AM – 11:55AM	Analytics Showcase Session	Data Management Platform Showcase Session	Enterprise Transformation Showcase Session	Digital Ad Solutions Showcase Session
12:00PM-1:15PM	Lunch / Panelist Session			
1:30PM –2:20PM	More Than Just Small Talk: How Social & Unstructured Data Can Lead to Greater Customer Insights	Getting to Know You: Audience Intelligence That Won't Scare Your Audience	Beware of Black Swans: Keeping Major Projects from Going Off Track	Multi-Screen Advertising Campaigns at Scale: Possibility or Pipe Dream?
2:30PM-4:00PM	Networking Happy Hour			