2012 EmoryMAC Conference Schedule (ver. 1-25-2012)
“Best Practices in Analytics”

**Friday, March 23, 2012**

8:00am – 9:00am  Breakfast/Registration/Networking

9:00am – 9:15am  Welcome/Introduction – Dean Larry and the EmoryMAC Leadership Team

9:15am – 10:00am  Keynote Address
  Ken Rona, PhD, VP, Audience Insights and Ad Sales Partnerships

10:00am – 10:15am  Break

10:15am – 11:15am  Plenary Session #1 – Measurement, Analytics and Strategy
  Moderator: Professor Douglas Bowman, Emory
  40min: Digital Analytics and Strategy
  Manish Tripathi, Emory and Katie Cleary, Campbell’s Soup Consumer Insights
  20min: Social Good Analytics and Strategy
  CB Bhattacharya – ESMT

11:15am – 11:30am  Break

11:30am – 12:45pm  Plenary Session #2 – Multi-Channel Analytics and Strategy
  Moderator: Professor Sandy Jap, Emory University
  Greg Pharo, Director Market Research & Analysis, AT&T Mobility
  Faiz Ahmad, Director e-Commerce Channels, Delta Air Lines

12:45pm – 1:45pm  Lunch and Networking

1:45pm – 2:45pm  Best Practices – Breakout Session #1 (Pick 1 of 3)

2:45pm – 3:00pm  Break

3:00pm – 4:00pm  Best Practices – Breakout Session #2 (Pick 1 of 3)

**Best Practice Sessions**

- **CRM at Hyatt**: Chris Brogan, VP of Strategy and Analytics and Roger Ares, BBDO
- **Marketing Mix Modeling at Coke**: Eric Schmidt - PhD, Sr. Mgr, Marketing Strategy & Insights
- **B to B Social Media at Ariba**: Rachel Spasser, VP of Marketing

4:00pm – 5:30pm  Networking Reception (Coca-Cola Commons, 1st floor)