2013 Spring Conference Schedule (ver. 3-20-2013)
“Making Marketing Analytics Actionable”

Friday, March 22, 2013

7:30 – 8:30am  Breakfast/Registration/Networking (Coca-Cola Commons, 1st Floor)

8:30 – 8:45am  Open Remarks – Dean Larry and the EmoryMAC Leadership Team (Room 130)

8:45 – 9:30am  Pricing Analytics
Moderator: Professor Mike Lewis, Emory University
Paul Adams, Senior Director of Ticket Sales, The Atlanta Braves

9:30 – 10:15am  eCommerce Channels and Marketing Analytics
Moderator: Professor Doug Bowman, Emory University
Faiz Ahmad, Managing Director, eCommerce Channels, Delta Air Lines

10:15 – 11:00am  Break & Networking

11:00 – 11:45am  Linking Marketing Analytics to Decision Making
Moderator: Professor David Schweidel, Emory University
Eric Schmidt (PhD), Sr. Mgr, Marketing Strategy & Insights, The Coca-Cola Company

11:45 – 12:15pm  Challenges of Big Data: Best Practices of Leading Brands to Generate Insights and Action
Moderator: Professor Doug Bowman, Emory University
Fred Neil, VP – CRM & Customer Analytics, Home Depot

12:15pm – 12:30pm  Preview afternoon sessions

12:30– 1:30pm  Lunch and Networking (Coca-Cola Commons, 1st floor)

1:30pm – 2:30pm  Marketing Analytics Workshops Session #1 (Pick 1 of 3)
EmoryMAC student consultancy projects (moderator: Professor Mike Lewis, Emory) (rm130)
- SunTrust (propensity scoring); IHG (call center forecasting & optimization; Atlanta Braves (retention modeling)
Marketing in the Google Era (Jeff Perkins, PGi; Benjamin Rudolph, Relevance Advisors) (rm201)
Passive Data: Challenges and Opportunities (Justin DeGraff, The Coca-Cola Company) (rm231)

2:30pm – 2:45pm  Break

2:45pm – 3:45pm  Marketing Analytics Workshops Session #2 (Pick 1 of 3)
EmoryMAC Student Consultancy Projects (moderator: Professor Mike Lewis, Emory) (rm130)
- Atlanta Braves (retention modeling); IHG (call center forecasting & optimization; SunTrust (propensity scoring)
Marketing in the Google Era (Jeff Perkins, PGi; Benjamin Rudolph, Relevance Advisors) (rm201)
Social Media Intelligence (David Schweidel, Emory University) (rm231)

3:45pm – 5:00pm  Networking reception (Coca-Cola Commons, 1st floor)