



The 19th Annual LINDSAY, STONE & BRIGGS BRANDWORKS UNIVERSITY®



June 1-3, 2009, Monona Terrace Convention Center, Madison, Wisconsin.

HOW TO IMMEDIATELY JUMPSTART CUSTOMER ENGAGEMENT, SALES AND ROI DESPITE OUR “CONVERSATION ECONOMY”

Two and a half days of MBA-level learning and networking that can drive your profitability.

Isn't it a cruel twist of fate?

Just when you're under the greatest pressure ever to quickly drive sales and predictable revenue streams, consumers prefer getting information on what to buy not from marketers or traditional media but from friends via Facebook, email, YouTube, blogs and other social networks.

Technology has empowered “one-on-one” and “one to many” conversations to such a degree that trends, consumer confidence, local, national, even world markets are now driven by this “conversation economy.” And the phenomenon is here to stay, as individuals everywhere are just doing what is totally innate and preferred by all mankind: turning to their network of family and friends (not marketers) for news, advice and recommendations on the best way to save time and money.

As marketers search for strategies in the face of their growing disintermediation from drivers of the marketplace, most know it's essential they be fluent in digital communications. But what hasn't dawned on many is this: To have any hope of affecting today's conversation-driven economy, it's crucial to know how to spring invitations into already existing conversations; how to spark dialog with profitable targets; how to energize bloggers to say positive things about you; and how to attract the biggest following online for your buck.

At Lindsay, Stone & Briggs' 19th annual, MBA level Brandworks University, you'll learn how to immediately jumpstart customer engagement, sales and ROI given the conversation economy. Attend, and you'll leave with a strategy that gives you some control over the chaos you're dealing with.

REGISTER AT

www.brandworksuniversity.com
Registration closes May 22, 2009

FEE SCHEDULE AND GROUP DISCOUNTS:

Marketing professional: \$1499. Charitable and education institutions: \$899.

Groups of 5 or more receive a 10% discount.

Satisfaction guaranteed or your money back.

Produced by
Lindsay, Stone & Briggs

www.lsb.com; www.brandworksuniversity.com

100 State Street; Madison, WI 53703; P 608-251-7070; F 608-251-8989

Lindsay, Stone & Briggs is a member of the American Association of Advertising Agencies
and the CBX Worldwide Partnership

WHAT YOU'LL LEARN

- Why marketers will underperform if they think Web sites, blogs, social networks, “search” are separate endeavors
- What media mix will most efficiently jumpstart online conversations for a brand.
- How to infuse relevant messaging into email and video posts. How to pitch bloggers.
- Whether to tap into existing social networks or build your own.
- The value of having a “killer app” and how to find one.
- What are the simplest, most important things needed in a brand “conversation dashboard” to measure past success and inform decisions for the future.
- How the profile of your ideal target is likely very different than in the past.
- How to “listen online” to what one’s target is saying about your brand and competitors; how to mine these insights to optimize organic search and site stickiness, inspire new products, and identify social networks with the greatest opportunity.
- How to brand in a culture soon to be dominated by social media and digital communications.
- Why the conversation economy is here to stay; how it dramatically changes marketing objectives, insights, and strategies for everything from design to distribution, communications and sales to customer service.
- Why a marketer’s role now includes “Chief Conversation Officer” and digital marketing priorities in service to this.
- Why the practice of advertising and PR today are no longer separate skillsets.
- Why there are no longer “traditional agencies” as opposed to “digital agencies.”
- Why the role, performance standards and compensation of all agencies must change given the “conversation economy.”

2009 LSB BRANDWORKS UNIVERSITY FACULTY

- CMO of American Express: John Hayes
- Former Principal Analyst at Forrester and co-author of the best selling book “Groundswell” Charlene Li
- Intuit Founder Scott Cook; author of the HBR article “The Contribution Revolution”
- VP, Consumer Experiences at Kraft Foods: Lisa Mann
- Chief Scientist of Accenture: Kishore Swaminathan
- Chief Research Officer of the Advertising Research Foundation: Joel Rubinson
- President of iPressroom: Eric Schwartzman
- Director-eMarketing Education of ExactTarget: Joel Book
- FastCompany.com’s Director-Social Media: Lynne Johnson
- Drs. Foster & Smith’s Internet Marketing & Media Manager: Gordon Magee
- Kohler Company Manager-Global Media & Web Development: John Engberg
- Best Buy’s Sr. Manager-Social Technology and co-founder of Blue Shirt Nation: Gary Koelling
- President of the Interactive Advertising Bureau: Randall Rothenberg
- President of the American Association of Advertising Agencies: Nancy Hill
- Global Director-Brand Connections for Nike: Stefan Olander
- COO of the Obama Presidential Campaign: Betsy Myers
- Netconcepts’ lead consultant and natural search marketing strategist: Brian R. Brown
- On Your Feet, the creative consulting firm inspired by improv comedy
- The brand and communication strategists of Lindsay, Stone & Briggs: Marsha Lindsay, Rick Stone, Bill Winchester, Chris Schellpfeffer, Amy Rohn, Jill Weigel, Jiri Marousek, Lisa Anderson, Chris Reinders, Allison Fitch and Jason Weaver, who’s also Founder and CEO of Sway, Inc.

HOW TO IMMEDIATELY JUMPSTART CUSTOMER ENGAGEMENT, SALES AND ROI DESPITE OUR CONVERSATION ECONOMY

MONDAY, JUNE 1, 2009

PRE-CONFERENCE: WORKSHOP to JUMPSTART YOUR DIGITAL ACUMEN

(Attendance at this Pre-Conference Workshop requires additional registration and fee at www.brandworksuniversity.com)

Want to understand the difference between Web 1.0, 2.0 and 3.0? Want to know why you should care about bots, spiders, crowdsourcing and the new meaning of delicious? Why you'll be disadvantaged if you base your creative production budget on the long standard "15% of media spend?" Want to ask about digital marketing in a setting where you won't be made to feel "out of touch?" To make sure you've nailed the most important basics of digital marketing strategy, tactics and production, sign up for this intense, intimate, hands-on workshop limited to 50 registrants.

11:30-12:00

WORKSHOP REGISTRATION OPENS

(Regular Brandworks U registration opens at 5:00). Pick up your materials, a box lunch and grab a good seat.

12:00-12:45

HOW LEADING CMO'S ARE DEFINING "DIGITAL COMPETENCY" AND PERFORMANCE STANDARDS.

Marsha Lindsay, CEO of Lindsay, Stone & Briggs

12:45-1:30

THE LANGUAGE OF DIGITAL MARKETING:

Make sure you're fluent in the latest trends, terms, and reality. Members of the Lindsay, Stone & Briggs team

1:30-1:45

BREAK

1:45-4:15

Forty-four digital best practices you need to know:

Insights and "rules of thumb" spanning how to target your best customers online; how to listen in to what they're saying about you; how to optimize organic search; how to frame a shrewd online media strategy; what's different about creative concepting and production in the digital realm; how to efficiently track emails, viral videos, website proficiency, and online campaigns; helpful hints for blogging, vlogging and leveraging social networks; and more. Generous time for audience Q&A. Presented by the digital experts of **Lindsay, Stone & Briggs:**

- Chief Brand Strategist: Rick Stone
- Media Director: Jill Weigel
- Creative Director: Bill Winchester
- Production Director: Julie Herfel
- Director of Interactive: Jiri Marousek
- PR Director: Chris Schellpfeffer
- Communication Strategists: Amy Rohn, Lisa Anderson, Chris Reinders, Allison Fitch
- Director of Social Media (and CEO of Sway): Jason Weaver

4:15-5:15

LAB: BEING DIGITAL

Bring a Wi-Fi enabled laptop and a digital photo of yourself and a short form video (if you'd like to set up a Facebook page or learn how to upload a video to YouTube).

- How to use Twitter
- How to set up a page and leverage the power Facebook
- How to upload a video on YouTube
- How to send mass emails and videos easily

MONDAY, JUNE 1, 2009

EARLY REGISTRATION, NETWORKING AND THE CHANCE TO WIN AN IPHONE

(Following Pre-Conference Workshop above)

5:00-7:00

GET A JUMP ON NETWORKING AND FUN:

Pick up your registration materials before the Tuesday morning rush! Meet attendees who have insights on issues and opportunities similar to yours, all while enjoying live music, cocktails and hors d'oeuvres. Enter the drawing to win a new 3G iPhone at 6:00 PM. (Must be present to win.)

TUESDAY, JUNE 2, 2009

DAY ONE: THE HOW, THE WHO, THE WHY.

7:15

REGISTRATION DESK OPENS. NETWORKING AND CONTINENTAL BREAKFAST.

7:50

CONFERENCE KICK OFF:

Welcome. Announcements including contest and prizes.

8:00-8:15

CONVERSATIONS OF TOMORROW.

If you think technology has empowered consumers to bypass marketers now, just wait until you get a glimpse of the extreme future as presented by **On Your Feet**. Inspired by improv comedy, the members of On Your Feet are specialists in creative thinking tools for business. 2009 marks their fourth appearance at Brandworks U, and they're back by popular demand.

8:15-9:15

WHY AND HOW THE CONVERSATION ECONOMY CHANGES EVERYTHING.

Being a great conversationalist or getting into a social group used to be the stuff of etiquette books. But today, it's a survival skill. What are today's best practices? And how does brand and message strategy change in a culture dominated by digital communications? You'll appreciate the insights and convenient framework to organize conference learning provided by **Marsha Lindsay**, CEO of **Lindsay, Stone & Briggs**. For years a researcher and thought leader on how to drive a brand's growth and equity, Marsha has keynoted at public seminars such as The Conference Board, and private conclaves such as that of Twentieth Century Fox Home Entertainment International. She developed and taught the first semester-long University of Wisconsin MBA course in Brand Strategy and authored white papers on "How to create brand fanatics now that the consumer is in control," and "Why and how to harness the power of the new niche marketing." Marsha served several terms on the board and executive committee of the American Association of Advertising Agencies and has been widely published in Advertising Age, the International Journal of Brand Management and more. As an outgrowth of her graduate research in the psychology of persuasion at the UW Madison, 31 years ago she founded LSB. Today, the firm serves clients from coast to coast, from the Fortune 100 to strong regional brands.

9:15-10:05

INSIGHTS AND ASPIRATIONS OF A CHIEF CONVERSATION OFFICER.

Regardless of job title, your responsibilities now also include excelling at conversations. Take it from someone who knows, Brandworks 2009 keynote speaker **John Hayes**, Chief Marketing Officer of **American Express Company**. John is highly regarded for his track record of jumpstarting conversations in both the B2C and B2B worlds, using pioneering strategies such as webisodes featuring Seinfeld, leveraging cause marketing and inspiring endorsements through consumer generated content. John's insight on the conversation economy? It requires a fresh take on everything you thought you knew about setting marketing objectives, uncovering consumer insights, measurement dashboards. John is responsible for the customer focus and global marketing programs of American Express. He's spearheaded the launch of over 200 new products in 10 years. He oversees all global market communications and market research functions as well as the American Express Publishing Group and the recruitment of brand influencers. Prior to joining American Express, he was president of Lowe & Partners and held senior positions at Ammirati & Puris and Saatchi & Saatchi Compton. His brand experience includes Coke, Citibank, Prudential, RJR Nabisco, Jaguar and Reebok.

10:05-10:20

BREAK

10:20-11:00

HOW ALL TECHNOLOGY IS GOING "CONVERSATIONAL."

It's not just websites, blogs and emails that are driving conversations between individuals. Computers are conversing with each other in a way never before possible. This enables businesses to bring the voice of the customer enterprise-wide in absolutely transformative ways. You'll learn how technology will make the world even more conversational from **Accenture's** Chief Scientist, **Kishore Swaminathan**. Kishore is responsible for Accenture's technology vision and he leads integration of the firm's systems in Chicago, Palo Alto, France and Bangalore. Joining Accenture's Center for Strategic Technology Research in 1990, Kishore has worked on more than a dozen research projects and has many patents to his credit. His "corporate knowledge management" initiative received the Computerworld Smithsonian award for the best application of IT in 2000. In 2001, he launched an online art museum that displays over a million pieces of art from children in more than 100 countries. His latest initiative is to completely rethink how business systems will be designed, built, and operated given the dramatic increase in the ability of computers and mankind to converse with each other.

11:00-12:00

PROFILE OF THE MOST ACTIVE CONVERSATIONALISTS.

Who are they and why should you care? What motivates them to use online tools to connect, take charge and get what they want and need from each other rather than traditional marketers? How does their activism change the profile of your ideal marketing target? You'll learn from a real thought leader: **Charlene Li**, former VP and Principal Analyst at Forrester and co-author of the best selling book "**Groundswell: Winning in a world transformed by social technologies**" published by Harvard Business Press. Charlene has appeared on 60 Minutes, The McNeil News Hour, ABC News, CNN, and CNBC. Frequently quoted by The Wall Street Journal, The New York Times, USA Today, Reuters, and Associated Press, she's presented at top technology conferences such as Web 2.0 Expo, SXSW, and ad:tech. Now the head of her own firm (The Altimeter Group), Charlene helps businesses understand the impact of online, mobile and device technologies on people's behavior and attitudes. She is a graduate of Harvard Business School and received a Magna Cum Laude degree from Harvard College.

12:00-1:15

NETWORKING LUNCH AND BREAK

1:15-2:05

FIVE SUCCESS STRATEGIES FOR TAPPING INTO CONVERSATIONS AND TRANSFORMING YOUR COMPANY'S MARKETING.

Charlene Li (bio above) continues her insights on how to win in a world of technologically empowered conversations. In this session, she'll detail how the traditional functions of research, communications, sales, support and development must all change given the conversation economy. She'll explain why this applies to B2B brands as well as B2C. And she'll outline how to get colleagues on board for the conversational revolution before it's too late.

2:05-2:55

HOW TO JUMPSTART CONVERSATIONS WITH ADVERTISING (AND MEASURE YOUR SUCCESS/ROI).

What media mix will most efficiently and effectively jumpstart conversations for your brand? For an objective review of the data, we'll turn to **Joel Rubinson**, Chief Research Officer at the **Advertising Research Foundation**. Joel directs the ARF's research priorities and initiatives for more than 400 advertisers, agencies, associations, research firms, and media companies. Prior to joining the ARF, Joel was Senior Vice President, Head of Advanced Solutions for Synovate North America, their lead branding resource and also global thought leader for shopper research. Prior to that, he was at the NPD Group, leading the creation of tools for brand equity and category management and new product forecasting. He's taught the official American Marketing Association advanced tutorial on brand loyalty and lectured at Columbia, NYU, Wharton, Amos Tuck School, and University of Rochester, among others. He was on the Brandworks faculty in 2008.

2:55-3:10

BREAK

3:10-4:10

HOW TO JUMPSTART CONVERSATIONS WITH PR (AND MEASURE YOUR SUCCESS/ROI).

There's so much more to the effective practice of PR in a conversation economy: How does one identify and engage influential bloggers? How is search optimized in press releases? What are the do's and don'ts for pitching social sites? You'll appreciate the "how to's" from **Eric Schwartzman**, President of **iPressroom**. Eric established Schwartzman & Associates, Inc. in 1999 to offer technology, media and entertainment clients a full range of PR services with an emphasis on integrating the Web into every aspect. He founded iPressroom to help them with easy-to-use software tools and services. His podcast on how technology is changing the news media business serves 25,000 listeners and was honored with the "Award of Excellence" from the Society for New Communications Research and the "PRSA PRism Award." Eric's background includes serving on the client side as well as the agency side, leading accounts like AOL, Renaissance Cruises; directing pressroom activities at the Grammy Awards and many other special events and premieres.

4:10-5:00

HOW TO JUMPSTART CONVERSATIONS WITH EMARKETING (AND MEASURE YOUR SUCCESS).

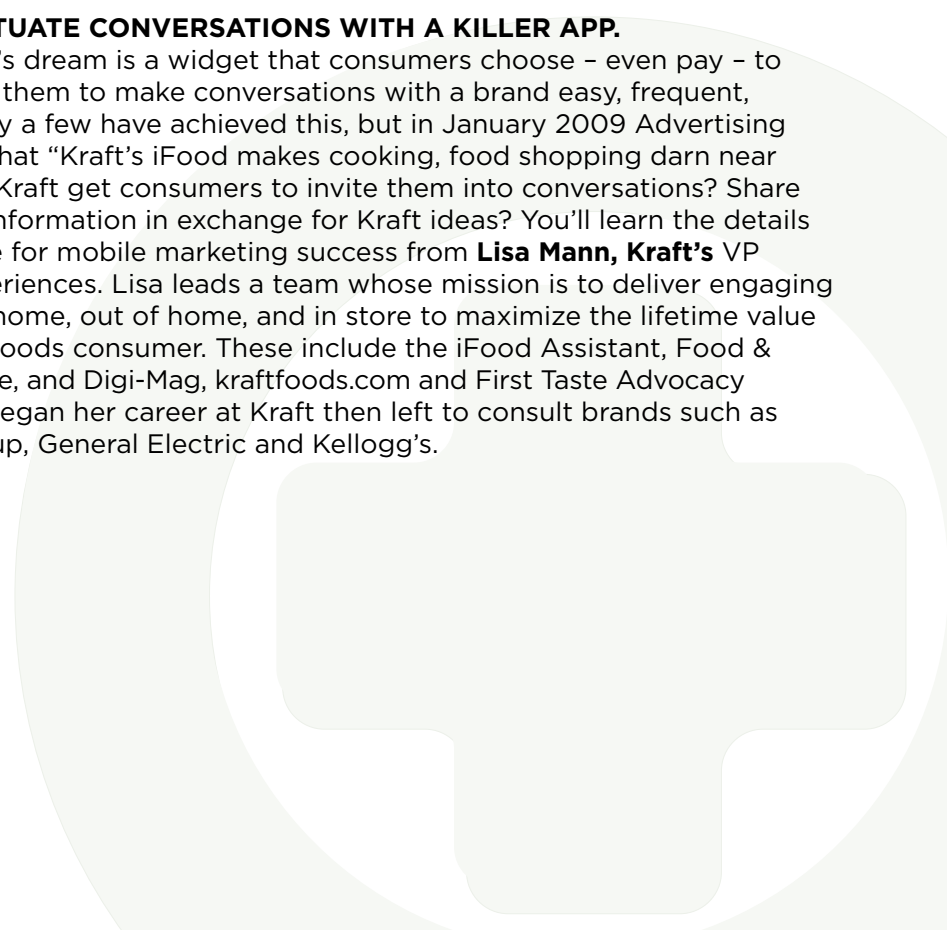
Email is the original tech-powered social network. And despite the annoyance of spammers, it's still one of the most effective at immediately jumpstarting productive conversations about your brand. However, most marketers have never really learned how to do email right. Which is why you'll find especially helpful the insights of **Joel Book**, Director-eMarketing Education of **Exact Target**. ExactTarget is a leading provider of emarketing consulting and software solutions powering the success of brands like Careerbuilder.com, Expedia.com, USA Today, Home Depot, and Papa John's. Joel is an industry veteran with more than 30 years' experience in database marketing. His specialty is teaching organizations how to get a greater ROI, faster, with techniques that engage one's target digitally. Joel's blog? It's titled Email Marketing by the Book.

5:00-5:15	HOW TO QUICKLY SPARK A CONVERSATION—DIGITAL OR OTHERWISE: A smart technique from On Your Feet , especially handy just prior to conference networking!
5:15-7:30	NETWORKING AND COCKTAILS WITH LIVE JAZZ
Evening	DINNER ON YOUR OWN

WEDNESDAY, JUNE 3, 2009

DAY TWO: OPTIMIZATION & HABITUATION TIPS FROM WINNING CONVERSATIONALISTS

7:15	NETWORKING AND CONTINENTAL BREAKFAST
7:50	KICK OFF TO THE DAY: Welcome. Announcements. Summary of Day One.
8:00-8:45	<p>FIVE THINGS YOU CAN OPTIMIZE TO JUMPSTART BETTER RESULTS FROM SEARCH.</p> <p>Paid search is a waste of money if you haven't first optimized organic search. But harnessing the power of URL's and key words to immediately drive sales can be more complex than it seems. It's not always clear where true optimization begins: What can seem a logical way to improve search can actually backfire, given how Google and others actually interpret code. So in this intense session, you'll gain insights on content, architecture, links, and the all important difference between web analytics and search analytics from Brian R. Brown, Netconcepts' Lead Consultant & Natural Search Marketing Strategist. Netconcepts is a web technology firm specializing in natural search optimization. Founded in 1995 as an outgrowth of research at the University of Wisconsin, the firm's clients include Nordstrom, Zappos, Northern Tool, Cabella's, L.L. Bean, REI, The Travel Channel, Discover Health, Ralph Lauren, Orbitz, and clients of agencies like Lindsay, Stone & Briggs.</p>
8:45-9:30	<p>HOW TO HABITUATE CONVERSATIONS WITH A KILLER APP.</p> <p>Every marketer's dream is a widget that consumers choose - even pay - to have in front of them to make conversations with a brand easy, frequent, habituated. Only a few have achieved this, but in January 2009 Advertising Age marveled that "Kraft's iFood makes cooking, food shopping darn near sexy." How did Kraft get consumers to invite them into conversations? Share their personal information in exchange for Kraft ideas? You'll learn the details of Kraft's recipe for mobile marketing success from Lisa Mann, Kraft's VP Consumer Experiences. Lisa leads a team whose mission is to deliver engaging experiences in home, out of home, and in store to maximize the lifetime value of every Kraft Foods consumer. These include the iFood Assistant, Food & Family magazine, and Digi-Mag, kraftfoods.com and First Taste Advocacy program. Lisa began her career at Kraft then left to consult brands such as The Barilla Group, General Electric and Kellogg's.</p>
9:30-9:45	BREAK



9:45-11:00

HOW TO TAP INTO AND LEVERAGE CONVERSATIONS YOUR EMPLOYEES AND CUSTOMERS ARE ALREADY HAVING.

In his recent Harvard Business Review article "The Contribution Revolution," **Scott Cook**, the Founder of **Intuit**, shares a typically ingenious grasp of how the smartest B2B and B2C marketers are leveraging conversations to drive product improvements, business efficiencies, referrals and revenues. In this interactive workshop, he'll turn light bulbs on in your head, too, and share how Intuit has turned a customer help line into one big social network. Founding Intuit in 1983, Scott now serves as the chairman of the Executive Committee of an enterprise that boasts such category dominators as Turbo Tax and Quicken. Before Intuit, Cook managed consulting assignments in banking and technology for Bain & Company, the corporate strategy consulting firm. He also worked for Procter & Gamble in brand management. Cook is a member of the board of directors of eBay; Procter & Gamble; the Asia Foundation; the Harvard Business School Dean's Advisory Board. In 2004 he and his wife Signy Ostby founded and funded the MBA Center for Brand and Product Management at the University of Wisconsin-Madison School of Business.

11:00-12:00

"HOW TO" INSIGHTS FROM PIONEERING CONVERSATIONALISTS.

It's one thing to write digital marketing strategies into a marketing plan, and another thing to successfully bring them to life in a business model, e-commerce site or social network. Brandworks is proud to present four leaders who've made the conversation economy work for their firms. This is your chance to ask them things such as "Should I tap into existing social networks or build my own?" "What was the biggest issue you had to overcome?" "What's the smartest move you made?" and "With everyone seemingly headed towards increased networking and blogging, what does the future hold?" Moderated by Marsha Lindsay, Brandworks University is proud to host this expert panel:

- **FastCompany.com's** Director-Social Media **Lynne Johnson**,
- **Drs. Foster & Smith's** Internet Marketing & Media Manager **Gordon Magee**
- **Kohler Company's** Manager-Global Media & Web Development **John Engberg**
- **Best Buy's** Sr. Manager-Social Technology; co-founder of Blue Shirt Nation, **Gary Koelling**

At Fastcompany.com, Lynne Johnson oversees both content and community functionality, and writes the Digital Media Diva blog. Also a consultant, Lynne works with other Web and media properties on content, brand, and social media development and strategy. In 2006 her Lynne d Johnson || Diary won the Black Blogger Achievement Award. She's authored essays such as "Why The iPod And Other Gadgets Are Fashion Staples In The 'Hood," and been featured in "Tactical Transparency: How Leaders Can Leverage Social Media to Maximize Value and Build their Brand," (Wiley, 2008). Lynne has an MBA from the Metropolitan College of New York, and teaches "The Sociology of Group Behavior."

Pet lovers across the nation are fanatical for Drs. Foster & Smith, the largest direct provider of pet supplies in North America. As the brand's Internet Marketing and Media Manager, Gordon Magee oversees all aspects of e-commerce marketing – pay-per click, search and SEO, shopping portals, email campaigns, affiliate marketing and lead generation.

At Kohler, John Engberg's responsibilities span traditional marketing and computer technology, including Kohler.com with 50 related Web sites and microsites. (Overall, the site generates in excess of 1.8 million visits and 30 million page views per month.) His team includes nine web-content managers that prepare features like you'd see on a TV home improvement show. He's also

responsible for the web presence of divisions that sell furniture, engines and generators, and the company's resorts in Wisconsin, Scotland and Ireland.

You just know a panelist is going to have great answers to questions when he describes himself as (quote) "a tinkerer, gadfly, aspiring iconoclast, reader, tryer, teacher and listener (with a fairly tuned bullshit meter)." Gary Koelling is Best Buy's Sr. Manager-Social Technology. He's the founder of Best Buy's Gifttag.com and the highly respected employee-run intranet at Best Buy, BlueShirtNation.com (highlighted in Scott Cook's HBR article "The Contribution Revolution") which offers advice for tackling job-related problems, promotes employee programs and shares insights from sales staff across the nation.

12:00-1:00

NETWORKING BUFFET LUNCH: Awarding of conference prizes.

1:00-2:00

HOW THE CONVERSATION ECONOMY CHANGES PERFORMANCE EXPECTATIONS AND COMPENSATION OF AGENCY PARTNERS.

With all conversations becoming multi-channel all agencies must master digital and interactive skills or die. But even if you agree, you may be among the many well intentioned marketers who actually make it difficult for even the best of agencies to deliver optimal results. That's because you may not totally understand how the conversation economy changes the staffing, processes, tools and compensation model now required to be a high performing agency. In this session, you'll be enlightened on how to be a better client in the conversation economy, and have time to ask questions of **Randall Rothenberg**, President & CEO of the **Interactive Advertising Bureau** and **Nancy Hill**, President & CEO, **American Association of Advertising Agencies**.

Randall Rothenberg heads the trade association for interactive marketing in the U.S., representing over 300 leading interactive companies with members that sell over 86 percent of online advertising in the U.S. Before assuming leadership of the IAB in 2007, Randall was the Senior Director of Intellectual Capital of Booz Allen Hamilton, where he oversaw business development, knowledge management, and thought leadership activities, and directed the award-winning quarterly business magazine strategy+business, and other electronic and print publications. Previously, he served as the firm's chief marketing officer. Randall also spent six years at The New York Times as technology editor and politics editor of the Sunday magazine, the daily advertising columnist, and a media and marketing reporter.

Nancy Hill, the president and chief executive officer of the American Association of Advertising Agencies (AAAA), is a veteran leader of marketing communication firms coast to coast. Most recently, Nancy served as chief executive officer of Lowe New York, where she led a complex agency reorganization. Previously, she was executive vice president, managing director, at BBDO New York, and in management roles at Doner, Baltimore; Goldberg Moser O'Neill and Hill | Holliday, San Francisco and New York; and TBWA\Chiat\Day, St. Louis and Los Angeles. Nancy has served a long list of blue-chip clients, including XM Satellite Radio, Motorola, HBO, Visa, AOL, Cisco, Microsoft, LucasArts, Sony and Verizon.

2:00-2:45

HOW TO INSPIRE CUSTOMERS TO JUMPSTART CONVERSATIONS ON YOUR BEHALF.

Nike is leveraging their timeless and universal brand promise of empowerment with targeted niches, inspiring them to invite the brand into their lives. With Nike Plus, the world's top sporting goods brand created a killer app with the world's most beloved gadget, the iPod. Now, hundreds of thousands of runners from more than 160 countries around the world upload data to nikeplus.com where they compare routes, runs and challenge anyone to top their time. What Nike's top digital initiatives all have in common is **Stefan Olander, Nike** Global Director, Brand Connections. Stefan oversees the functions of advertising, digital media content and business affairs for the Nike Brand. He observes: "In the past, the product was the end point of the consumer experience. Now it's just the starting point." Take for example: Nike's Ballers Network on Facebook, where consumers have listed almost 2,000 basketball courts so anyone can find a game nearby. Also, Nike's August 2008 effort to stage "the world's largest one day running event" with a goal of one million runners in 25 cities.

2:45-3:30

LESSONS FROM THE CONVERSATION THAT CHANGED THE WORLD.

Few marketing efforts reveal the true ROI of their many conversational forms as transparently as a political campaign. However the world has never experienced a winning strategy like that of the tech-savvy Obama Campaign of 2008: Instant messaging, email fueled events and fundraising, ads on mobile websites, securing the short code 62262 (Obama on a phone keyboard) then promoting it in a SuperBowl ad to jumpstart text-based conversations with thousands. In a fitting close to Brandworks 2009, you'll enjoy lessons from the COO of the **Obama Presidential Campaign, Betsy Myers**. Prior to leading the Obama conversation, Myers was the Executive Director of the Center for Public Leadership at Harvard's Kennedy School of Government. Her experience also includes the Clinton administration, where she served as the President's senior advisor and the first Director of the White House Office for Women's Initiatives and Outreach.

3:30-3:45

THE CONVERSATIONAL "BE ALL AND END ALL."

A Brandworks University tradition - a memorable and hilarious conference summary by **On Your Feet**, capped only by a sneak preview of the topic, headliners and dates for Brandworks University 2010.

3:45

CONFERENCE ADJOURNS

REGISTER AT

www.brandworksuniversity.com

FEE SCHEDULE AND GROUP DISCOUNTS:

Marketing professional: \$1499. Charitable and education institutions: \$899.
Groups of 5 or more receive a 10% discount.

Registration closes May 22, 2009. Satisfaction guaranteed or your money back.

WHAT PAST ATTENDEES HAVE TO SAY ABOUT BRANDWORKS UNIVERSITY

- The best marketing conference I ever attended. Should be used as a model for all others to follow. Truly high class. **Procter & Gamble**
- Terrific speakers. Immediate application for learning. **SAB Miller Brewing**
- Great speakers and learning for the cost. There is no other executive conference that you can attend for such a bargain. **Frito-Lay**
- Excellent! Better content than seminars I've seen advertised for thousands of dollars more. **Kimberly-Clark**
- Best conference I've attended in my seven years in the field: Outstanding selection of speakers, location, timing and topic. **3M**
- Very well organized. Even the order of speakers ensured that they built upon the prior speaker's topic. **Pepsi**
- The idea sharing and networking opportunities are unique. I'd like to return and bring my key staff. **Sony Electronics**
- It should be on the must-attend list of anyone interested in brand strategy and communications. **McDonald's**
- The whole conference delivers an exceptional, cutting-edge learning experience not available anywhere else. **General Mills**
- What a unique forum! It's going to help me a great deal in growing my brand to its highest potential. **Honeywell**
- Very impressive depth on all topics. **Target**
- I attend every year because I know it's time well spent developing me as a stronger marketing professional. And it's a great value! **Kohler**
- Really stimulated some deep thinking about our brand strategy and how we market on a shoe-string budget. The conference inspired me. **Kettle Foods**

Accommodations: The conference Web site (www.brandworksuniversity.com) includes a list of hotels that are attached to or within walking distance of the convention center. A limited number of rooms have been set aside, so please plan to arrange for your accommodations as early as possible. Hotel blocks fill up quickly every year.

Conference location: Brandworks University is held in Madison, Wisconsin at the Frank Lloyd Wright-designed Monona Terrace Convention Center. All major airlines service this, the state capital and home of the Big Ten University of Wisconsin with its 40,000 students.

Questions? Write, email or call Karen Lovelien (klovelien@lsb.com) or Phil Ouellette (pouellette@lsb.com) at Lindsay, Stone & Briggs, 100 State Street, Madison, WI 53703, 608-251-7070.

About the sponsor: Lindsay, Stone & Briggs is the originator and producer of Brandworks University. Specialists in jumpstarting brands, the firm's unique methods discover subconscious motivators and messages that give brands compelling meaning in the lives of their targeted customers, bringing them to life in integrated multi-channel communications. The firm's methods and work have been featured in publications such as The New York Times, Advertising Age, Brandweek, The Journal of Brand Management, Investors Business Daily, Communication Arts, Archive, Print, Place Branding and more. LSB's cutting-edge approaches are fueled by Brandworks University which staffers attend each and every year, making the LSB team among the most knowledgeable and technologically advanced on what it takes to jumpstart a brand's fortunes.



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