

AAAA ACCOUNT PLANNING CONFERENCE ~ August 6–8, 2007

Manchester Grand Hyatt, San Diego

PRE-CONFERENCE: SUNDAY, August 5

2:00 PM – Registration Desk Opens for All Attendees
6:00 PM (Registration Area *Sponsored by W5*)

3:00 PM – Judging: Jay Chiat Planning Awards
6:00 PM (*Invited Judges Only*)

Evening Dinner “On Your Own”

MONDAY, August 6

8:00 AM Registration Desk Reopens

8:00 AM Continental Breakfast *Sponsored by Mintel*

9:00 AM **General Session Opens**
Welcoming Remarks by **O. Burtch Drake**,
President-CEO, AAAA

9:05 AM Opening Remarks by AAAA Account Planning
Committee Co-Chairs
Catrina McAuliffe, Carmichael Lynch
Suzanne Powers, TBWA\Chiat\Day NY

9:15 AM **Jeffrey Rayport**, co-founder, MarketSpace;
at Harvard Business School developed world’s
first formal e-business curriculum; author *Best
Face Forward: Why Companies Must Improve
Their Service Interfaces with Customers*

10:00 AM **Greg Coleman**, EVP, Global Sales, Yahoo!

10:45 AM Coffee Break

11:00 AM **Jay Chiat Planning Awards: Announcement of
Gold, Silver, and Bronze Winners** by
William Charnock, JWT and
Murray Hardie, Fallon

11:15 AM **Carisa Bianchi**, President, TBWA\Chiat\Day LA;
and **Rob Schwartz**, Executive Creative Director,
TBWA\Chiat\Day LA

12:00 PM Lunch *Sponsored by Millward Brown*

1:30 PM – **Five Concurrent Breakout Sessions**
2:45 PM (*No Pre-Registration Necessary*)

1. **Seven Deadly Sins** (*repeated*)
Gareth Kay, Modernista!
Mark Lewis, DDB San Francisco
2. **Is Planning Fulfilling Its Promise?**
Jeremy Holden & Leland Maschmeyer,
McKinney
3. **The Third Eye – Seeing Opportunity**
(*repeated*)
Mark Barden & Adam Morgan,
eatbigfish

4. **Why Making A Difference Means Re-
Inventing the Planning Process**
(*repeated*)

Stephen Walker, Headmint

5. **In Praise of Stupid – Why Planning
Needs to Become Less Clever** (*repeated*)
Mark Earls, Herd Consulting

2:45 PM

Coffee Break

3:00 PM –

4:15 PM

Five Concurrent Breakout Sessions

(*No Pre-Registration Necessary*)

1. **The Future for Planning / Planners**
(*repeated*)
Adrian Ho & Rob White, Zeus Jones
2. **Why Barry Never Went to Sleep: How
Believing Can Be Stronger than
Marketing**
Domenico Vitale, Lowe (*repeated*)
3. **Clean Up in Aisle 5: Gaining the Edge of
Retail**
Dr. Christopher Gray & Julie Quick,
Saatchi & Saatchi X
4. **US Hispanic Market: “Transcreation is
dead. Long live the creation of new ideas
within new culture.”**
Rocio Fernandez, Dieste Harmel and
Partners
Alex Pallette, Lola
5. **Digging for Clues: Gathering insights in
a 2.0 world.**
Brandon Geary, Avenue A | Razorfish

4:30 PM

General Session Resumes

**From Sea to Summit – A Filmmaker’s
Retrospective**
Greg MacGillivray, President and co-founder,
MacGillivray Freeman Films

5:15 PM

Jay Chiat Planning Awards:
Presentation by **Gold Winner**

5:30 PM

General Session Concludes

7:30 PM –
10:00 PM

Cocktails & Dinner *Sponsored by Yahoo!*

TUESDAY, August 7

8:00 AM

Registration Desk Reopens

8:00 AM

Continental Breakfast *Sponsored by WARC*

9:00 AM

General Session Resumes With Remarks
From Conference Co-Chairs

| | | | |
|-------------------|--|----------|---|
| 9:05 AM | XS Energy Drinks: Innovative Growth Through Strategic Disruption David Vanderveen, Founder, XS Energy Drink | | 3. Stephen Walker , Headmint (<i>repeated</i>) Seven Deadly Sins (<i>repeated</i>) Gareth Kay, Modernista! Mark Lewis, DDB San Francisco |
| 9:45 AM | Jay Chiat Planning Awards: Presentation by Gold Winner | | 4. Blogging the Agency Ed Cotton, Butler Shine Stern & Partners Aki Spicer, Fallon |
| 10:00 AM | Accountable Insight Machine Penry Price, Director, North American Sales, Google | | 6. “(Over) Loved: Have researchers and planners co-conspired to create too much emotional branding” Liam Daley, Kim Lundgren, and Keith Navratil, Hall & Partners |
| 10:45 AM | Coffee Break <i>Sponsored by W5</i> | 4:45 PM | General Session Resumes |
| 11:00 AM | Eric Ryan , Founder, Method | | Jay Chiat Planning Awards: Presentation by Gold Winner |
| 11:45 AM | The Future Is Open – Free Your Agency John Partilla, President, Global Media Group, Time Warner | 5:00 PM | Live Earth – Inspiring A Global Movement Kevin Wall, CEO, Control Room; Founder, Live Earth |
| 12:30 PM | Lunch | 5:45 PM | General Session Concludes |
| 1:45 PM – 3:00 PM | Five Concurrent Breakout Sessions (<i>No Pre-Registration Necessary</i>) 1. The Third Eye – Seeing Opportunity (<i>repeated</i>) Mark Barden & Adam Morgan, eatbigfish (<i>repeated</i>) 2. In Praise of Stupid – Why Planning Needs to Become Less Clever (<i>repeated</i>) Mark Earls, Herd Consulting 3. New Business Success: Treating Your Agency as a Brand Kristen Cavallo, The Martin Agency 4. Using <u>Why</u> People Become Engaged to Design Integrated Communication Plans for Clients Scott Lukas, Dosage 5. The Future for Planning/Planners Adrian Ho & Rob White, Zeus Jones (<i>repeated</i>) | Evening | On Your Own |
| 3:00 PM | Coffee Break <i>Sponsored by W5</i> | | WEDNESDAY, August 8 |
| 3:15 PM – 4:30 PM | Five Concurrent Breakout Sessions (<i>No Pre-Registration Necessary</i>) 1. Why Barry Never Went to Sleep: How Believing Can Be Stronger than Marketing Domenico Vitale, Lowe (<i>repeated</i>) 2. Why Making A Difference Means Re-Inventing the Planning Process | 9:00 AM | Registration Desk Reopens & Continental Breakfast |
| | | 9:30 AM | General Session Resumes With Remarks From Conference Co-Chairs |
| | | 9:35 AM | Massive Change Bruce Mau, Chairman, Bruce Mau Incorporated |
| | | 10:30 AM | Coffee Break |
| | | 10:45 AM | Pick of the Litter Winners Carlos Vasquez, Miami Ad School |
| | | 11:05 AM | The Power of Social Media for Brands Mike Murphy, Vice President, Media Sales, Facebook |
| | | 12:00 PM | Closing Remarks by Conference Co-Chairs |
| | | 12:15 PM | General Session Adjourned |
| | | | Email kiosks <i>Sponsored by Google</i> Notepads <i>Sponsored by Greenfield Online</i> Lanyards <i>Sponsored by Iconoculture</i> Tote bags <i>Sponsored by Savitz Field and Focus</i> Webcasting <i>Sponsored by Yahoo!</i> |