

**PRE-CONFERENCE – Tuesday, October 20, 2009 @ The Hard Rock Hotel Chicago**

4:00 – 6:00 pm Workshop

**Brands and Blogs: What's Working? What's Next?** [The Fender Ballroom](#)Moderated by **Laura Tomasetti**, Managing Director, 360 Public Relations. Panelists: **Kristin Brandt**, Founder, Manic Mommies; **Jeannine Harvey**, Associate Director, Online Comm, PBS Kids; **Marcia Hansen**, Marketing Manager, Allstate Insurance Co.; **Liz Gumbinner**, Co-Founder, Editor, CoolMomPicks; **Leslie Hettinger**, Assistant Manager, Chevrolet Communications, GM Corp.; **Beth Belcherman**, Co-Founder, Silicon Valley Moms6:00 – 7:30 pm [Pre-Conference Reception Sponsored Allstate's Vehicle Vibes](#) [The Hamer Room](#)**DAY ONE – Wednesday, October 21, 2009 @ The Chicago Cultural Center**7:30 – 8:30 [Registration & Networking Breakfast Sponsored by imc2](#)

8:30 – 8:45 Welcome

**Nan McCann**, President, PME® Enterprises, LLC & Founder, M2Moms®  
**Liz Fongemie**, VP, PME® Enterprises, LLC & Project Manager, M2Moms®

8:45 – 9:15 Opening Keynote

**The Intelligence Group's New Family Report****Kristin Bennett**, Sr. Director, Research & Trends, Consumer Dig

9:15 – 9:45 Kellogg Case Study

**Kellogg Company Generates Consumer Action to Help the Hungry****Susanne Norwitz**, Director, Brand Public Relations, Kellogg Company**Kristen Laney**, SVP, Group Manager, Ketchum

9:45 – 10:15 New Research

**The 6.5 Seconds that Matter!****Gigi Carroll**, SVP Creative Director, Draftfcb10:15 – 10:45 [Networking Break Sponsored by The Motherhood](#)

10:45 – 11:15 Marketing Insights

**From ROI TO SOI: Measuring the Success of Social Media Campaigns****Stacy DeBroff**, Founder & CEO, Mom Central, Inc.11:15 – 12:00  
WORKSHOPS

- How to Become the Leading Expert in Your Industry** - Genevieve theirs, CEO, Sittercity ([5th FL Washington](#))
- Marketing Partnerships: The New Rules** - Zanny Oltman, VP, Marketing Partnerships, Destination Maternity Corp. ([5th FL Garland](#))
- The Blend: Mixing Online and Offline to Activate Momfluentials** - Liz Hawks, Global Co-Chair, FH Moms Practice Grp, Fleishman-Hillard; Eileen Gaffen, Dir., PR, Hallmark Cards; Nancy Dussault Smith, VP, Mktg Comm, iRobot; Meredith Meyers, Manager, PR, US Potato Board ([5th FL Millennium](#))

12:00 – 1:15 [Networking Luncheon Sponsored by Scholastic Parents Media](#)

1:15 – 1:45 Brand Panel

**Beyond "Wholesome Values": Reaching Mom in the Faith-Based Channel**Hosted by **Dr. Mary Manz Simon**, Consultant & Parenting Expert. Panelists: **Greg Fritz**, SVP, Marketing, Big Idea, Inc.; **Stephanie Bryant**, Manager, Bus. Dev., Emerging Marketing, DaySpring subsidiary of Hallmark; **Naomi Cramer Overton**, President, MOPS International; **David Kinnaman**, President, The Barna Group

1:45 – 2:15 Marketing Insights

**First-Time Facts: Not All Moms-to-Be Are Created Equal!****Kara Forney**, Founder, Vice President, The Bump Media

2:15 – 2:45 Marketing Insights

**Mother Nature Knows Best: How to Make Your Brand Relevant to Moms****Jaime Berman Matyas**, EVP, COO, National Wildlife Federation2:45 – 3:15 [Networking Break Sponsored by National Wildlife Federation](#)

3:15 – 3:45 New Research

**Blowing Up Conventional Wisdom On What You Thought You Knew About Moms****Laurie Klein**, Vice President, Just Kid, Inc.

3:45 – 4:15 The Coca-Cola Company Case Study

**The Coca-Cola Company Digital Case Study****Wendy Clark**, SVP, Integrated Marketing Communications and Capabilities, The Coca-Cola Company**Ian Wolfman**, Partner and CMO, imc24:15 – 6:15 [Networking & Meet the Speakers Reception Sponsored by SheKnows](#)**DAY TWO – Thursday, October 22, 2009 @ The Chicago Cultural Center**7:30 – 8:30 [Registration & Networking Breakfast & Tweet-Up Sponsored by M2Moms® E-ssentials](#)

8:30 – 8:45 Welcome

**Liz Fongemie**, VP, PME® Enterprises, LLC & Project Manager, M2Moms®

8:45 – 9:15 Opening Keynote

**The Secrets to Success: Generating Brand Love Among Moms AND Kids****J. Alison Bryant, Ph.D.**, Chief Strategy Officer, Smarty Pants

9:15 – 9:45 Marketing Insights

**Making Engagement Count in a Quant-Hungry Marketing Climate****Janet Ryan**, VP, Sponsorships, Shutterfly and **Erika Schulze**, Marketing Manager, The Land of Nod

9:45 – 10:15 March of Dimes Case Study

**Modernizing a Mom Cause****Mike Swenson**, President, Barkley Public Relations10:15 – 10:45 [Networking Break Sponsored by Luth Research](#)

10:45 – 11:15 Case Study

**How a Tech Company Connected with Millions of Moms Through Their Children's Schools****Tim Sullivan**, President, School Family Media, Inc.**Colleen McKenna**, Global Marketing Director, Consumer Business Unit, Symantec Corp.11:15 – 12:00  
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12:00 – 1:15 [Networking Luncheon And Roundtables Sponsored by Ketchum](#)

1:15 – 1:45 Brand Panel

**Mean Green Mom Machine**Moderated by **Maxine Wolf**, CEO & Publisher, Kiwi Magazine. Panelists: **Jeff Pillet-Shore**, Brand Manager Stonyfield Farm; **Maureen Wolpert**, Sr. Brand Manager, Seventh Generation; **Laura Coblentz**, VP, Marketing & Innovation, Pharmaca Integrated Pharmacy

1:45 – 2:15 New Research

**The Mommy Wears Prada!****Candice Hinds**, Director, Luth Research

2:15 – 2:45 Marketing Insights

**Digital Shopper Marketing™ to Moms****Margaret Lewis**, EVP, Catapult Marketing

2:45 – 3:15 Marketing &amp; Brand Insights

**Building Effective Conversations and Connections with Moms in Social Media****Rich Ullman**, Senior Vice President, Marketing, Ripple6**Julie Murphy**, Director, Gannett Digital Media Network

3:15 – 3:30 Closing Remarks

**Liz Fongemie**, VP, PME® Enterprises, LLC & Project Manager, M2Moms®