

**PRE-CONFERENCE – Tuesday, October 18, 2011 @ The Hard Rock Hotel Chicago**

As of 9.28.11

4:00-6:00 pm Pre-Conference Workshop  
New Research & Brand Panel **Sponsored by**  
*National Geographic Kids*

*A New Approach to Family Marketing For the Changing Times In Which We Live – Highest Common Ground*  
**Moderator:** Laurie Klein, VP and **George Carey**, Founder & CEO, The Family Room  
**Brand Panelists:** Jim Multari, VP Marketing & Research, PBS KIDS Sprout; **Prita Wadhvani**, Marketing Manager, Barilla; **Kevin McTigue**, Senior Brand Manager, Sara Lee; **John Coyle**, Senior Director of Customer Strategy & Marketing, U.S. Cellular®, **Darren Metzger**, National Brand Manager, National Geographic Kids; and **Julie Saliba**, Senior Director of Kids Innovation, PepsiCo

6:00–7:30 *Pre-Conference Networking Reception* The Hamer Room

**DAY ONE – Wednesday, October 19, 2011 @ The Chicago Cultural Center**

7:30-8:30 *Registration & Networking Breakfast Sponsored by* 360 Public Relations, LLC

8:30-9:00 **Welcome & MomFirst Award** Nan McCann, President, PME® Enterprises, LLC & Co-Founder, M2Moms®  
Liz Fongemie, SVP, PME® Enterprises, LLC & Project Director, M2Moms®  
*Special Q&A Session* with **MomFirst Award Recipient**, **Heidi Murkoff**, Author, *What To Expect When You're Expecting*, Founder, What To Expect Franchise

9:00-9:45 **Opening Keynote** *Parenting By Millennials: What Would Dr. Spock Say About New Technology, Crowdsourcing and Online Communities?*  
**Rose Cameron**, Chief Strategy Officer, Euro RSCG Chicago

9:45-10:15 **Marketing Insights** *Marketing in the Age of Overabundance*  
**Miriam Arond**, Director, Good Housekeeping Research Institute

10:15-10:45 **Research Premiere** *Modern Family: The Next Bump*  
**Missy Maher**, EVP, Consumer Brands, Director, Mom Foresight and **Jennifer Babbit Bodner**, EVP/Modern Family Expert, Edelman

10:45-11:15 *Networking Break Sponsored by* WhatToExpect.com

11:15-11:45 **New Media** *Moms, Mobile and Social - The New Word of Mouth*  
**Kelly Day**, EVP, General Manager, Discovery Digital Media and Commerce, Discovery Communications

11:45-12:30 **3 Workshops**  
1. *"A Profile of Today's Black Mom" Who is this persona?* – **Sarah Lattimer**, President, Lattimer Communications  
2. *Mom the Inventor – Huggies® MomInspired* - **Stephen Paljieg**, Sr. Director, Corporate Growth & Innovation, Kimberly-Clark Corp.  
3. *Cracking the Social Content Conundrum* – **Lauren Weinberg**, VP Strategic Insights & Research, Yahoo!

12:30-1:45 *Networking Room to Read Luncheon Sponsored by* Ketchum  
*How Room to Read is Empowering Girls to Become Empowered Women – Like You!*  
**Geetha Murali**, Sr. Development Manager, Room to Read

1:45-2:15 **New Research & Trend Report** *The Smackdown: Generations vs. Ages & Stages - When It Comes To Mom's Marketing Decisions, Which Reigns Supreme?*  
**Stacy DeBroff**, Founder & CEO, Mom Central Consulting

2:15-2:45 **Case Study** *Bounty's "We Love Our School" Week*  
*Not Even a Bounty Paper Towel Could Contain This Outpouring of Brand Goodwill*  
**Tim Sullivan**, President, School Family Media, Inc. and **Pattie Hallock**, SVP - Global Consumer Marketing, MSLGROUP, New York

2:45-3:30 **3 Workshops**  
4. *Driving Recommendations Among Social Savvy Moms* - **Emily Bader**, Partner, Zócalo Group  
5. *Talking Human: Building Brand Trust & Affection Among New Moms* - **Sandy Gingerich**, Sr. Partner, Dir., Client Services and **Carla Molette-Ogden**, Ph.D, Sr. Account Planner, Eric Mower & Associates  
6. *Powering Up with Latina Moms at Your Side* – **Miriam Muley**, Author, *The 85% Niche*, VP, the vox collective

3:30-4:00 *Networking Break Sponsored by* Plum District

4:00-4:30 **New Research** *How to Modernize Your Marketing to Today's Modern Mom*  
**Liz Hawks**, SVP, Founding Co-Chair FH Moms, Fleishman-Hillard and **Jennifer Moore**, SVP, Content & Marketing, ModernMom.com

4:30-5:15 **Brand Panel** *The Power of Partnerships*  
**Moderator:** **Zanny Oltman**, VP, Marketing Partnerships, Destination Maternity Corp.  
**Brand Panelists:** **Kim Kasenow**, Manager, Consumer Marketing Ops., Mead Johnson Nutrition; **Meg Way Edgin**, Dir., Digital Strategy & Planning, Kimberly-Clark Corp.; **Lisa Girolimetti**, Sr. Marketing Manager, ViaCord; **Walter Rosenthal**, Consumer Marketing Dir., The Parenting Group

5:15-7:15 *Networking & Meet the Speakers Reception Sponsored by* iVillage, Inc.

**DAY TWO – Thursday, October 20, 2011 @ The Chicago Cultural Center**

7:30-8:30 *Registration & Networking Breakfast Sponsored* About.com

8:30-8:45 **Welcome** **Liz Fongemie**, SVP, PME® Enterprises, LLC & Project Director, M2Moms®

8:45-9:15 **Speaker Keynote** *New Media for New Moms: What Really Works*  
**Carley Roney**, Editor in Chief, The Bump.com & Co-Founder, The Knot, Inc.

9:15-9:45 **New Research** *Tech Fast Forward: How Today's Technology Evolution is Impacting Moms and Families*  
**Monique da Silva**, EVP, Ogilvy Public Relations Worldwide and **Kerry O'Connell**, Senior Strategic Planner, Ogilvy & Mather

9:45-10:15	Marketing Insights	<b>What Moms Really Care About</b> Laura Salant, Director, Research, Kim Knox Beckius, Guide to New England Travel, and Catherine Holecko, Guide to Family Fitness, About.com
10:15-11:00	3 Workshops	<ol style="list-style-type: none"> <li>1. <i>Driving Recommendations Among Social Savvy Moms</i> - Emily Bader, Partner, Zócalo Group</li> <li>2. <i>Talking Human: Building Brand Trust &amp; Affection Among New Moms</i>- Sandy Gingerich, Sr. Partner, Dir., Client Services and Carla Molette-Ogden, Ph.D, Sr. Account Planner, Eric Mower &amp; Associates</li> <li>3. <i>Powering Up with Latina Moms at Your Side</i>- Miriam Muley, Author, <i>The 85% Niche</i>, VP, the vox collective</li> </ol>
11:00-11:30	<b>Networking Break Sponsored by Good Housekeeping</b>	
11:30-12:00	Marketing Insights	<b>The "Graduate" Mom (And We Don't Mean Mrs. Robinson)</b> Stephen Reily, Founder, VibrantNation.com
12:00-12:30	Marketing Insights	<b>MomValues: How They Motivate Purchase Decisions and Brand Relationships</b> Bryan Gernert, CEO, Resonate Networks, Inc.
12:30-1:15	3 Workshops	<ol style="list-style-type: none"> <li>4. <i>"A Profile of Today's Black Mom" Who is this persona?</i>- Sarah Lattimer, President, Lattimer Communications</li> <li>5. <i>Mom the Inventor - Huggies® MomInspired</i>, Stephen Paljieg, Sr. Director, Corporate Growth &amp; Innovation, Kimberly-Clark Corp.</li> <li>6. <i>Cracking the Social Content Conundrum</i> - Lauren Weinberg, VP Strategic Insights &amp; Research, Yahoo!</li> </ol>
1:15-2:30	<b>Networking Luncheon Dine &amp; Dish with the Experts Sponsored by WebMD, LLC</b>	
2:30-3:00	New Book Release	<b>Tuning Into Mom: Her Priorities and Hot Buttons</b> Michal Clements, Co-author, <i>Tuning Into Mom</i> , Senior Principal, The Cambridge Group and Teri Lucie Thompson, Co-author, <i>Tuning Into Mom</i> , CMO, VP, Marketing & Media, Purdue University
3:00-3:30	Kumon Learning Center Case Study	<b>Moms and Social Media: What's Working and What's Next?</b> Diane Ridgway-Cross, Managing Partner, Frank About Women
3:30-4:15	Closing Keynote	<b>How to Connect with the Digital Mom at the Zero Moment of Truth (ZMOT)</b> Jim Lecinski, Author, Chief ZMOT Evangelist and Managing Director of US Sales, Google and John Ross, CEO, Shopper Sciences & EVP, Mediabrand
4:15-4:30	Closing Remarks	Liz Fongemie, SVP, PME® Enterprises, LLC & Project Director, M2Moms®
4:30	<b>Good Bye Break To-Go Sponsored by Zeldis Research Associates</b>	



Produced by PME® Enterprises, LLC • 216 Main Street, Hartford CT 06106 • 860-724-2649 x11 • [www.m2moms.com](http://www.m2moms.com)