

Event Schedule*

*Schedule is subject to change without notice



Wednesday, October 10th

- 4:00 PM Badge Pick-Up/Wine Hour - Hutton Hotel Lobby
- 6:00 PM Opening Night Party! - ANALOG at Hutton Hotel
- 9:00 PM Party concludes

Thursday, October 11th

ALL SESSIONS TAKE PLACE IN THE VISTA BALLROOM

- 8:00 AM Morning Networking & Continental Breakfast
- 9:00 AM Opening Session & Introductions
 - Partner Snapshot - **Big Machine Label Group**
 - Industry Insights: Communications & Loyalty Programs - **AT&T**
 - Partner Snapshot - **Lime Media**
 - Morning Break - Sponsored by **The Marketing Store**
 - Partner Snapshot - **Kellogg's**
 - RoadShow Snapshots: Television Opportunities
 - Partner Snapshot - **St. Jude Children's Research Hospital**
 - Industry Insights: Marketing to the 50+ Consumer - **AARP**
 - Partner Snapshot - **Caruso**
- 12:30 PM Lunch - Vista Ballroom
- 1:30 PM Afternoon Sessions Resume
 - Partner Snapshot - **Xbox**
 - Industry Insights: Retailtainment - **The Escape Game**
 - Partner Snapshot - **Campari America**
 - Afternoon Break - Sponsored by **TPN**
 - Partner Snapshot - **WC+A**
 - Partner Snapshot - **Boys & Girls Clubs of America**
 - Industry Insights: Automotive - **Toyota**
- 3:45 PM Sessions Conclude - Free Time
- 5:20 PM Buses begin departing for Reception
- 6:00 PM Thursday Night Reception - Nashville Underground - 105 Broadway
- 7:15 PM Thursday Night Dinner - Nashville Underground - 105 Broadway
- 10:30 PM Party Concludes - Bus returns to the Hutton Hotel

Friday, October 12th

- 8:30 AM Networking & Continental Breakfast
- 9:30 AM Morning Sessions Begin
 - Partner Snapshot - **Special Olympics**
 - Partner Snapshot - **Cost Plus World Market**
 - Industry Insights: CPG & Snacks - **Campbell Snacks**
 - Partner Snapshot - **Brookfield Properties**
 - Industry Insights: Subscription Services & Pets - **Bark**
 - Special Presentation - **The L.A. Office**
 - Morning Break
 - Partner Snapshot - **PlayMonster**
 - RoadShow Snapshots: Music Opportunities
 - Partner Snapshot - **Fandango**
- 12:30 PM Lunch- Vista Ballroom
- 1:30 PM Afternoon Sessions Resume in ANALOG at Hutton Hotel
 - Industry Insights: On-Demand Consumers - **Postmates**
 - The BIG Ticket Prizing Giveaways!!!
- 3:45 PM Special Session: Music & Marketing - **Big Machine Records**
- 5:00 PM Afternoon Happy Hour - ANALOG at Hutton Hotel
 - Happy Hour Concludes

Saturday, October 13th

- 9:00 AM Pick up a light breakfast and board buses
- 9:30 AM The Escape Game on Broadway - 162 3rd Avenue North
- 11:00 AM Brunch - Downtown Nashville
- 1:00 PM Forum Concludes