



UNITED FRESH
BRANDSTORMTM
 { NOV. 1-2, 2015 SAN FRANCISCO }



#BrandStorm15

SCHEDULE AT A GLANCE

**As of September 22, 2015. Agenda, speakers and sessions subject to change.*

SUNDAY, NOVEMBER 1

3:00 p.m. - 4:00 p.m. Opening General Session
Brand-storming - Rain or Shine
Robert Rose, Chief Strategy Officer, Content Marketing Institute

12:30 p.m. - 2:00 p.m. Lunch & General Session
Boomers, Gen Xers and Millennials, OH MY!
Phil Gwoke, Gen Expert, Bridgeworks

4:00 p.m. - 6:00 p.m. Welcome Reception

2:15 p.m. - 3:15 p.m. Breakout Case Study
Atmosphere Disturbances: Tying It All Together

MONDAY, NOVEMBER 2

8:00 a.m. - 9:30 a.m. Breakfast & General Session
The Produce Consumer Forecast

3:15 p.m. - 3:45 p.m. Break

9:45 a.m. - 10:45 a.m. Concurrent Workshops
Building a Brand Narrative

Marketing by Design: Managing the Creative Process

3:45 p.m. - 4:15 p.m. Case Study Reports & Feedback

4:15 p.m. - 5:15 p.m. Closing General Session
Where's the Pot of [Brand] Gold?
Leslie Stein, Chief Inspiration Officer, Full Circle Inspirations

10:45 a.m. - 11:15 a.m. Break & Discussion Roundtables

11:15 a.m. - 12:15 p.m. Concurrent Workshops
Rules for a Winning Brand Launch

TUESDAY, NOVEMBER 3

All Day Event Post Conference Tour (*Optional*)

Battling Marketing Channels: Maximizing Your Opportunities