

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



SCHEDULE AT A GLANCE

**As of October 21, 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

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

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

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
Sarah Schmansky, Director of Account Services, Nielsen Perishables Group, and Darren Seifer, Food & Beverage Industry Analyst, The NPD Group, Inc.

9:45 a.m. – 10:45 a.m. Concurrent Workshops
Building a Brand Narrative
Campbell Cooper, Brand Director, Centric Brand Anthropology, Inc.

Marketing by Design: Managing the Creative Process
Dave Gaston, EVP Strategy and Development, MSI

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
Gina DeCandia, Senior Vice President, Sharp Communications, Inc.

Battling Marketing Channels: Maximizing Your Opportunities
Mackenzie Michel, Account Manager, DMA Solutions, and Megan Zweig, Marketing Director, DMA

3:15 p.m. – 3:45 p.m. Break

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

TUESDAY, NOVEMBER 3

All Day Event Post Conference Tour (*Optional*)