**WEDNESDAY, SEPTEMBER 25**

- **6:00-7:30 PM**  
  **OPENING RECEPTION**  
  Please arrive on Wednesday and join colleagues and faculty for refreshments and stimulating conversation before the Forum begins. This is an opportunity to meet an exclusive group of UT MBAs.

**THURSDAY, SEPTEMBER 26**

- **9:00-11:00 AM**  
  **Continental Breakfast and Student Engagement Experience**  
  Meet the students and faculty! Take this opportunity to schedule meetings with specific students or faculty ahead of time based on a review of their resumes or just arrive to meet with them and discuss their interests in internships and full time positions. This is your chance to hear all about what the students have been working on in their programs and what their aspirations are.

- **11:00-11:30 AM**  
  **Break**  
  Catch up on your business correspondence during this brief break and then join us for lunch.

- **11:30 AM -12:15 PM**  
  **Lunch**  
  Shuttle to Howard H. Baker Center, UT Campus

- **12:15 PM**  
  **Meet in Hotel Lobby**  
  **Registration**  
  Pick up your name badges and conference materials.

- **12:30-12:45 PM**  
  **Rotunda**  
  **Welcome, Updates and Agenda Review**  
  **Dr. Dan Flint**, Regal Entertainment Group Professor of Business in Marketing and Director, Shopper Marketing Forum, University of Tennessee

- **1:15 PM**  
  **Toyota Auditorium**  
  **KEYNOTE: The Future of Shopper Insights**  
  **Dr. Michelle Adams**, President, Marketing Brainology and former VP Insights and Customer Strategy, PepsiCo.  
  Michelle is an extremely dynamic speaker in high demand. You will not want to miss her talk.

- **2:00 PM**  
  **Toyota Auditorium**  
  **A Retailer’s Perspective on the Shopper Journey**  
  **Ms. Julie Foster**, Director, Merchandising Strategy, The Home Depot  
  Julie is a fantastic speaker! Some shopper needs have changed while some have remained the same for decades. This insightful presentation will cover shopper needs, the need for certain kinds of insights, the changing retail landscape, and tie nicely into the panel discussion on technology along the path-to-purchase.

- **2:45 PM**  
  **Break**
### Panel: Technology Along the Path-to-Purchase

**Ms. Julie Foster**, Director, Merchandising Strategy, The Home Depot  
**Ms. Julia Obstfelder**, Head of Retail Division Marketing (Retail), Mettler-Toledo  
**Mr. Gideon Schlessinger**, Senior VP, RTC Interactive Group  
**Brian Spaid**, PhD Candidate, expert in shopper-connecting technology

This panel will cover a white hot topic in industry, that of various technologies being utilized and deployed along the path-to-purchase. Some of it is helpful – but not all of it. Be ready to engage the panel with your most challenging questions.

### Obtaining a Great ROI on Shopper Marketing Cause Related Partnerships

**Ms. Dorothy Jones**, Vice President of Marketing, Susan G. Komen for the Cure

Dorothy spent twelve years in Brand Management at Frito-Lay and has significant leadership experience with connecting brands and retailers to causes shoppers care about. Her energy is infectious. Everyone is concerned with ROI, and cause-related partnerships are no different. Come hear how world-class organizations get the most from their investments.

### Shuttle to Hotel

**Networking Reception**  
Relax and connect with colleagues, faculty and students

### Evening on the Square

Continue networking and enjoy dining on in Knoxville’s historic district on Market Square Mall.

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### FRIDAY, SEPTEMBER 27  
HASLAM BUSINESS BUILDING (HBB), UT CAMPUS

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>7:15 AM</td>
<td>Continental Breakfast at Hotel</td>
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<tr>
<td>8:00 AM</td>
<td>Shuttle to Haslam Business Building</td>
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<tr>
<td>8:15 AM</td>
<td>Welcome and Agenda Overview</td>
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<tr>
<td>8:15 AM</td>
<td>Dr. Dan Flint, Regal Entertainment Group Professor of Business in Marketing and Director, Shopper Marketing Forum, UT</td>
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<tr>
<td>8:25 AM</td>
<td>Understanding the Impact of the Retail Context on Shopper Behavior and Product Performance</td>
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<td>8:25 AM</td>
<td>Dr. Raymond Burke, E.W. Kelley Chair of Business Administration, Director Customer Interface Laboratory, Indiana University</td>
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<td>9:15 AM</td>
<td>Loyalty Programs and a Customer Centricity Index</td>
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<td>9:15 AM</td>
<td>Mrs. Emilie Kroner, Head of Organization Engagement, dunnhumbyUSA Consumer Markets</td>
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<td>9:15 AM</td>
<td>Mr. Jonathan Lepisto, Associate Director, dunnhumbyUSA Consumer Markets</td>
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<td>9:15 AM</td>
<td>Dr. Ken Gilbert, Regal Entertainment Group Professor of Business in Business Analytics and Head, Statistics, Operations, and Management Science, UT</td>
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Shopper loyalty is critical for retailer and brand success. This loyalty is driven in part by the extent to which shopping environments are focused on the customer. dunnhumby is a respected leader in analyzing loyalty data and working with brands and retailers to better connect with shoppers.
<table>
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<tr>
<th>Time</th>
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<tr>
<td>9:45 AM</td>
<td>Break</td>
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| 10:00 AM | A Loyalty Program Case Example and Related Analytics  
**Mr. Ken Thewes**, Chief Marketing Officer, SVP, Regal Entertainment Group  
**Mr. Matt Carr**, Director of Financial Analysis, Regal Entertainment Group  
Recognizing the importance of analytics in developing better shopper marketing strategies is important but not enough. Assembling an analytics group comes with a number of challenges. Matt will share experiences in putting together such groups and how to do so effectively. |
| 10:45 AM | Research in Brief  
A number of research projects relevant to shopper marketing are being conducted at The University of Tennessee. This session will provide a brief overview of some of that work as well as findings from recent studies. Summaries of research findings from some of the most rigorous and relevant research will be distributed to attendees here. These summaries might just save you years of work.  
This session will also involve discussion of research that attendees would like to see conducted. |
| 11:15 AM | Summary, Things to Come and Wrap Up  
**Dr. Dan Flint**, Regal Entertainment Group Professor of Business in Marketing and Director, Shopper Marketing Forum, UT  
**Dr. Ken Gilbert**, Regal Entertainment Group Professor of Business in Business Analytics and Head, Statistics, Operations, and Management Science, UT |
| 11:30 AM | Shuttle to Hotel  
Shuttle to Hotel |
| 12:00 PM | Closing Lunch  
Don't leave yet! The closing lunch is your chance to wrap up conversations, set up future meetings with faculty and students, and get a quick meal before hitting the road. |