

Innovation Day @ Keurig Dr Pepper Presented by Pinterest

Innovation is crucial to any organization's long-term success. It is not solely defined by their ability to develop new breakthrough products and services for customers, but also uncovering new ways to reach customers and creative approaches to revive existing marketing efforts.

Join us for a fun and informative day, hosted by **Keurig Dr Pepper** and hear about various success stories in innovation. This ANA one-day conference will feature sessions from leading marketers and thought leaders who will share their case histories in brand innovation.

When:

Start: Thursday, October 24, 2019 at 8:15am

End: Thursday, October 24, 2019 at 3:00pm

Where:

Keurig Dr Pepper
5301 Legacy Drive
Plano, TX 75024

Agenda

TIME	EVENT DETAILS
8:15am - 9:00am	Breakfast
9:00am - 9:10am	Opening Remarks
9:10am - 9:55am	KEURIG DR PEPPER Session info coming soon! Speaker TBD Keurig Dr Pepper

TIME	EVENT DETAILS
9:55am - 10:40am	<p data-bbox="402 260 1010 294">EXPECT BETTER. EXPECT HILTON. CAMPAIGN</p> <p data-bbox="402 336 1390 462">In this session, hear how Hilton launched a new ad campaign featuring actress Anna Kendrick to promote the benefit of signing up for the Hilton Honors loyalty program and booking directly on Hilton.com.</p> <p data-bbox="402 495 638 529">Amanda Krieger</p> <p data-bbox="402 535 1412 609">Director, eCommerce Consulting Group Regional Marketing & eCommerce America Hilton</p>
10:40am - 11:05am	<p data-bbox="402 684 768 718">Networking Coffee Break</p>
11:05am - 11:50am	<p data-bbox="402 806 1341 882">HABITAT FOR HUMANITY INTERNATIONAL: GIVE HABITAT A LIFT! ON GIVING TUESDAY</p> <p data-bbox="402 926 1412 1224">Habitat for Humanity is a global nonprofit organization working in local communities across all 50 states in the U.S. and in approximately 70 countries. Habitat’s vision is to create a world where everyone has a decent place to live. In this session, Habitat for Humanity will share insights from their Giving Tuesday campaign: <i>Give Habitat a Lift!</i> During this campaign they partnered with Lyft, Nissan North America, and The Scott Brothers from HGTV.</p> <p data-bbox="402 1262 596 1295">Allison Green</p> <p data-bbox="402 1302 1227 1335">Director, Cause Marketing Habitat for Humanity International</p> <p data-bbox="402 1381 602 1415">Betsy Buckley</p> <p data-bbox="402 1421 1287 1497">Director, Marketing Strategy, Partner Communications Habitat for Humanity International</p>
11:50am - 12:50pm	<p data-bbox="402 1575 544 1608">Luncheon</p>
12:50pm - 1:35pm	<p data-bbox="402 1694 550 1728">PINTEREST</p> <p data-bbox="402 1734 756 1768">Session info coming soon!</p> <p data-bbox="402 1810 682 1843">Meredith Guerriero</p> <p data-bbox="402 1850 829 1883">US Head, Partnerships Pinterest</p>

TIME	EVENT DETAILS
1:35pm - 2:20pm	<p data-bbox="391 258 662 289">CHARLES SCHWAB</p> <p data-bbox="391 331 760 363">Session info coming soon!</p> <p data-bbox="391 405 646 436">Andrew Strockis</p> <p data-bbox="391 447 1252 478">Vice President - Trading & Advisory Marketing Charles Schwab</p>
2:30pm	<p data-bbox="391 552 769 583">Conference Adjournment</p>