Digital Innovation @ Rutgers Business School

In today's dynamic environment, marketers must innovate – or get left behind. The continuing evolution of digital and technology has blurred the lines of customer experience and marked a shift in power from the marketer to the consumer. Today's consumer demands and deserves, seamless experiences and engagement. Whether through AI, AR, customer experience, social or digital marketing, technology can provide marketers with a means to innovate and deliver. Marketers on the leading edge of technology and innovation are uniquely positioned to win with this savvy crowd.

Hosted by the ANA Educational Foundation (AEF) and Rutgers Business School, join us for a fun and informative day that will showcase marketers who have leveraged technology and innovation to drive business decisions, differentiate their brands, connect with consumers and deliver results. You'll also enjoy time to network and learn from your marketing peers, professors and students at this complimentary event.

When:
Start: Tuesday, December 3, 2019 at 8:00am
End: Tuesday, December 3, 2019 at 1:30pm

Where:
Rutgers Business School
Bove Auditorium
1 Washington Park
Newark, NJ 07102

Agenda

TIME	EVENT DETAILS
8:00am - 9:00am	**BREAKFAST**
9:00am - 9:10am	**OPENING REMARKS** **Yaw Mansah** Professor and Executive Vice Dean Rutgers Business School

TIME	EVENT DETAILS
9:10am - 9:45am	EXCEEDING THE NEEDS OF THE NEW AUTOMOTIVE CONSUMER The automotive landscape is experiencing a radical shift as consumer demands change, and traditional engines make way for electrified vehicles and new forms of mobility. Learn how Volvo has transformed the 92 year old company with emerging technology, augmented reality, social media, digital retailing, and disruptive ideas, while staying true to core brand values. **Rachel Curry** Director, Marketing Owned Channels Volvo Cars, USA
9:45am - 10:20am	AI: WHY WE SHOULD EMBRACE THE MACHINES AI or Artificial Intelligence is the future as it has the power to transform data at speed, scale and impact. This session will help you understand the principles behind AI and why the cognitive generation is here to stay and help us all succeed. **Carole Irgang** Partner IBM
10:20am - 10:35am	**NETWORKING COFFEE BREAK**
10:35am - 11:10am	TRANSFORMING DIGITAL TO FUEL CONVERSATION AND ACCELERATE BRAND GROWTH In this session, you'll hear about how Oreo is continuing to transform its approach to digital marketing to stay ahead of its competition and maintain its stature as one of the world's most beloved brands. Learn about how a new in-house social content model is fueling higher ROI on digital investment and how the 100-year old brand continues to innovate, from voice to AI, to drive fan engagement. **Justin Parnell**

TIME	EVENT DETAILS
	Senior Director OREO Brand
11:45am - 11:55am	MARKETING MARKETING **Gordon McLean** President and CEO, AEF
11:55am - 12:45pm	**LUNCHEON**
12:45pm - 1:20pm	CREATIVITY BUILT ON 5G A look at what is 5G, and how it will be a game changer for brands and creativity. **Brian Lightbody** Creative Strategist, Impact + Innovation: RYOT Studio Verizon Media
1:20pm - 1:25pm	**CLOSING REMARKS** **Can (John) Uslay** Associate Professor and Vice Dean for Academic Programs and Innovations Rutgers Business School