



# Consumer Marketing Summit

Portland, Oregon April 26 - 27, 2007

Respected Brands Case Studies Peer Interaction Fresh Ideas

## Program Schedule

Get ready for a fun day of fresh ideas, creative thinking and engaging dialogue. Here's a look at what's planned for Kitchen 07.

Speakers are subject to change.

### DAY 1 – Thursday, April 26

Time	Event
7:30 a.m.	Continental Breakfast   Room C123 & C124 + Registration   Lobby
8:15 a.m.	Welcome   Room C123 & C124
8:30 - 9:30 a.m.	Keynote: "Creating Consumer Evangelists" and "Citizen Marketers"   Room C123 & C124
	<b>Track 1</b>
	<b>Track 2</b>
9:45 - 10:45 a.m.	Brand Expansion   Room C120
	Branding Through Story   Room C121
11 a.m. - Noon	Launching a New Brand   Room C120
	Taking Your Message on the Road   Room C121
Noon - 1:30 p.m.	Lunch/Roundtables   Room C123 & C124
	<b>Track 1</b>   Room C120
	<b>Track 2</b>
1:45 - 2:45 p.m.	Online Media
	Funding Expansion   Room C121
3 - 4 p.m.	Sustainable Packaging
	Growth Without Compromise   Room C120
4:15 - 5:15 p.m.	Keynote: Trends Affecting Health and Wellness, Hartman Group   Room C123 & C124
5:30 - 6:30 p.m.	Speed Networking Event   Room C123 & C124
6 - 8:30 p.m.	Cocktail Reception   Lobby

### DAY 2 – Friday, April 27

Time	Event
7:30 a.m.	Continental Breakfast   Lobby
8 a.m.	Welcome / Event Close   Room C123 & C124
8:10 - 9 a.m.	Keynote: Organic 2.0 Predicting the Future of Organics   Room C123 & C124
	<b>Track 1</b>
	<b>Track 2</b>
9:15 - 10 a.m.	Keeping it Real: The Kashi Story   Room C120
	Growing Green   Room C121
10:15 - 11 a.m.	Sensory Branding   Room C121
	Communicating in Crisis   Room C120
11:15 - Noon	Marketing to Women   Room C120
	PR Workshop   Room C121

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