



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
	Track 1
	Track 2
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
	Track 1 Room C120
	Track 2
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
	Track 1
	Track 2
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

Produced by:

Maxwell PR

503.231.3086

www.kitchen07.com

