

# THE SUMMIT 2004 AGENDA

**11 a.m. Registration**

**11:30 Lunch**

**12 noon Panel Discussion**

Dish on the state of interactive marketing in Minnesota with our panelists, the MIMA Advisory Board.

- Jen Alstad, Founder and President of B-Swing;
- Scott Litman, Founder of connect@JWT
- W. Thomas McEnery, Founder and managing partner for Green Point Partners; and
- Lester Shen, Ph.D., Associate Dean of the Undergraduate Visualization Program at the Minneapolis College of Art and Design.

**1 p.m. Breakout Session 1**

*Choose one of the following sessions:*

**CHARLES S. FROST ROOM**

Extreme Search Makeover

Barbara Mitchell and Kate Tropman McRoberts,  
Evantage Consulting

**A.J. EARLING ROOM**

You're Telling Me You Love it, But Your Facial Expression Tells Me Otherwise: Applying Breakthroughs in Brain Science to Business

Dan Hill, Sensory Logic

**W.J. QUINN ROOM**

Beware the Data Police! An Introduction to Privacy Law.

Steve Helland, Fredrikson & Byron.

**2:00 – 2:10 p.m. Break**

**2:10 p.m. Breakout Session 2**

*Choose one of the following sessions:*

**THE GREAT HALL**

Moving up...Moving on...Moving Ahead in Interactive

Miriam Block, Kelly Harmon-Schmitt, Rachael Marret and  
Aimee Reker, Zentropy Partners

**CHARLES S. FROST ROOM**

The Right Stuff: Recruiting the Ideal Interactive Candidates

Josh Youman, Best Buy

**W.J. QUINN ROOM**

The Next Big Thing: Applying Consumer Trends to Interactive Marketing

Nathan Kimmons and Laurie Healy, Iconoculture

**3:10 p.m. - 3:40 p.m. Refreshment Break**

**3:40 p.m. Breakout Session 3**

*Choose one of the following sessions:*

**THE GREAT HALL**

Achieving the Gold: A Study of Media Convergence for the 2004 NBC Summer Olympics

Rex Sorgatz, Interactive Content Manager, Internet Broadcast  
Systems

**CHARLES S. FROST ROOM**

Achieving Email Utopia: How to Put Together an Effective Email Marketing Campaign

Lance Thornswood, Tequila

**W.J. QUINN ROOM**

There's no "I" in Team

Audrey Benjamin, United Healthcare; Jason Reynolds,  
connect@JWT; and Andrew Wacholz and Korey Erb, Acept Media

**5 p.m. Happy Hour/Networking**