

8:00 AM

DOORS OPEN FOR REGISTRATION & CONTINENTAL BREAKFAST

8:20 AM

OPENING REMARKS BY EVENT CO-CHAIRS

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Dr. Denish Shah, Marketing Professor, Georgia State University

8:30 AM

Jo Ann Herold, Vice-President, PR & Marketing Communications, Georgia State University

8:30 AM

OPENING KEYNOTE: THE FUTURE OF MARKETING

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Brian Solis

9:20 AM

Digital Futurist, 9x Best-selling author, and Head of Global Innovation, ServiceNow

10 MIN

NETWORKING BREAK

9:30 AM

PANEL DISCUSSION: INNOVATION IN DOWNTOWN ATLANTA!

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Jennifer Dorian (Moderator)

Katie Kirkpatrick

President and CEO, WABE Atlanta

President and CEO, Metro Atlanta Chamber

10:30 AM

Dr. M. Brian Blake

William Pate

President, Georgia State University

President and CEO, Atlanta Convention and Visitors Bureau

10 MIN

NETWORKING BREAK

10:40 AM

DEAN'S REMARKS

-

Dr. Richard D. Phillips

10:45 AM

Dean, Robinson College of Business, Georgia State University

10:45 AM

INTRODUCING GSU MARKETING ROUNDTABLE

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Douwe Bergsma

10:50 AM

Chief Marketing Officer, Piedmont Healthcare

10:50 AM

PRESENTATION OF GSU MARKETING ROUNDTABLE SCHOLARSHIPS

-

Dr. Naveen Donthu

11:05 AM

Marketing Department Chair, Georgia State University

11:05 AM

PRESENTATION OF MAX INNOVATION AWARDS

-

Dr. Ken Bernhardt

11:30 AM

Regents Professor of Marketing Emeritus, Georgia State University

11:30 AM

THE FUTURE OF MARKETING CAREERS: HOW CURIOSITY DRIVES CAREER SUCCESS!

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Fireside chat with **Neil Hoyne**, Chief Strategist at Google and

12:15 PM

Jo Ann Herold, Vice-President, PR & Marketing Communications, Georgia State University

30 MIN

NETWORKING BREAK & LUNCH

12:45 PM

LUNCHEON KEYNOTE ON THE FUTURE OF MARKETING

-

J. Walker Smith

1:30 PM

Chief Knowledge Officer at Kantar

1:30 PM

CLOSING REMARKS

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Event Support Team

1:40 PM

20 MIN

POST- EVENT NETWORKING