

CALL FOR SPEAKERS

BRITE '10 Conference

Columbia University, New York, March 31-April 1, 2010

Submission Deadline: October 14, 2009

We are seeking submissions from speakers for the **BRITE '10 conference** (<http://briteconference.com>) taking place at Columbia University in New York City on March 31-April 1, 2009.

BRITE is a global series of conferences, workshops and leadership summits on branding, innovation, and technology. We bring together big thinkers from business, technology, media, and marketing to discuss how technology and innovation are transforming the ways that companies build and sustain great brands.

Our aim is to provide BRITE attendees with engaging content that will help stimulate their thinking when they get back to their office to work on strengthening their own brands. We are looking for presenters with inspiring stories and universal insights about how innovation and technology can help build all kinds of brands, whether they are people, places, products, services or ideas.

BRITE '10 Topics

While not meant to be exclusive, these are the themes we hope to tackle at BRITE '10:

- Case Studies: social media for government and non-profits
- Case Studies: social media marketing, monitoring, and conversations for business
- Social Media and Health Care – privacy, community, regulation, and innovation
- Customer Choice and Customization – digital niches and the long tail market
- The Future Media Environment – user participation and engaging the "audience"
- Business Gone Mobile – adding value with location, mobility, and interaction
- Open Innovation – open APIs and platforms for participation
- Games, Music, and Media – engaging customers with branded digital content

BRITE '10 Format

The first day of the BRITE conference is formatted around a few key themes, like those noted above, within which individual (or paired) speakers will have 20 minutes to present, followed by 10 minutes of Q&A with the audience.

On its second day, BRITE is focused on interactive sessions. Discussion leaders or small panels will take place during 45-60 minute time slots to stimulate engaging discussions and allow participants to undertake creative exercises.

Submission Procedure

Please submit an e-mail Matthew Quint at mq2120@columbia.edu.

In your correspondence please include:

- Proposed speaker name(s), job title(s), and company name(s)
- Contact information including address, telephone and fax numbers and e-mail
- Biographical information (no more than one page)
- Preliminary talk title or theme
- Summary of the presentation (3-5 sentences)
- What the audience will gain from your presentation (please list 2-5 key “take-aways”)
- Links to any video/audio of past presentations or interviews

BRITE Attendees

BRITE attendees will include: CEOs, CMOs and heads of marketing, brand managers, new product developers, innovation directors, media buyers, viral marketers, interactive agencies, online developers, social networkers, Web 2.0 entrepreneurs, video & gaming creators, online content publishers, multi-platform media companies, and emerging technology investors.

Companies at our conferences have included: A&E, American Ballet Theatre, American Express, BMW, BusinessWeek, Clinton Global Initiative, Coca-Cola, Communispace, craigslist, Eli Lilly, Feedburner, GE, IBM, LEGO, Mom Central, Ogilvy & Mather, Unilever, and others.

When You Will Hear From Us

Due to the high volume of responses, we are unable to respond to each submission.

All those selected to participate as speakers will be notified shortly after the October 14th deadline.

Thanks!

Thank you for your interest in the BRITE '10 conference. Check for updates and discussion related to the event at www.briteconference.com/brite10.