

RISE & SHINE

schedule

THURSDAY 10.26.2017

08:00am

REGISTRATION & COFFEE

08:30am

INTRODUCTION

JOHN ANDERSON AND TODD BRODY
Coblentz Patch Duffy & Bass LLP

08:40am

WELCOME

JERRY MCGEE
Executive VP, American Association
of Advertising Agencies / 4A's

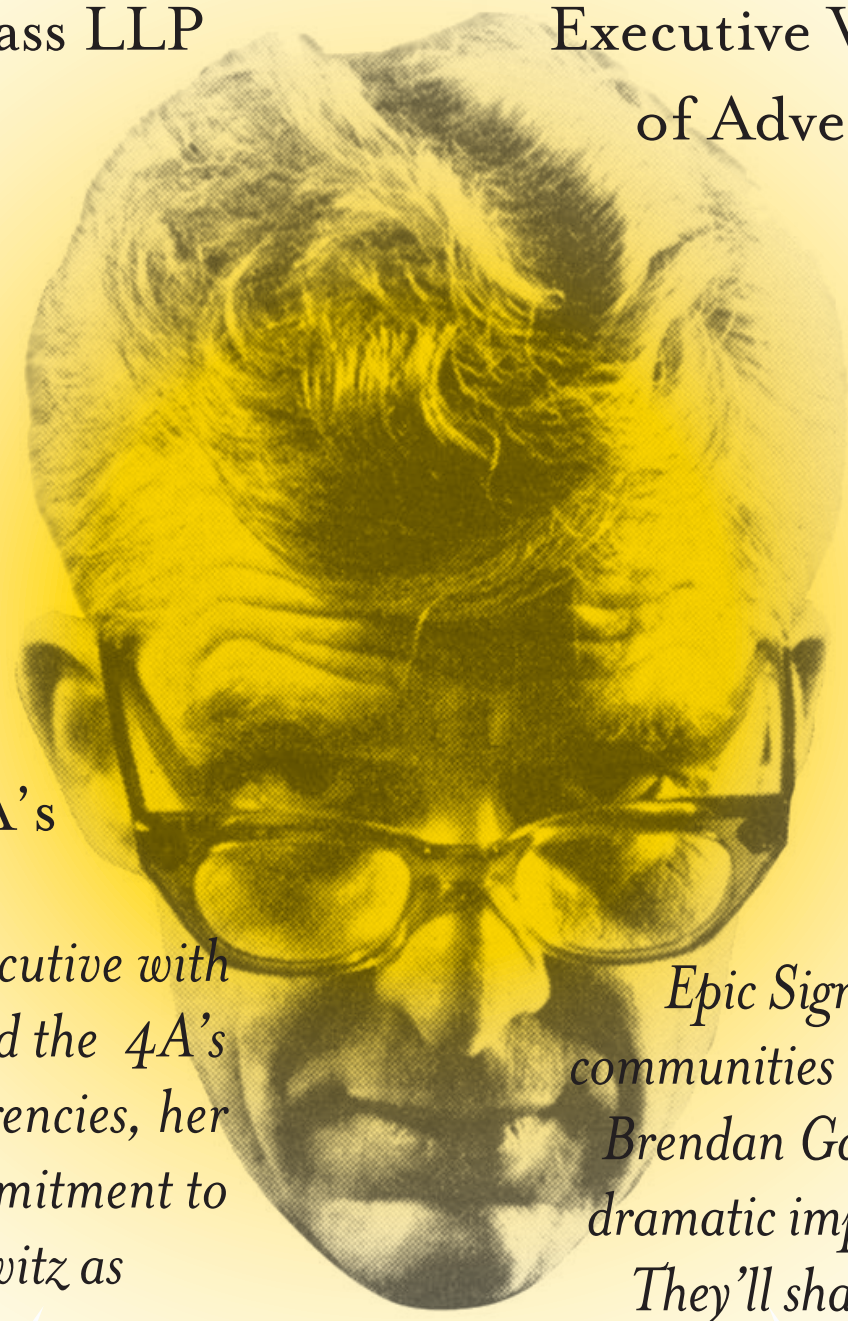
08:45am

**"WHAT IT MEANS TO BE
AN ADVERTISING AGENCY TODAY"**

MARLA KAPLOWITZ

President and Chief Executive Officer,
American Association of Advertising Agencies / 4A's

Following a notable career as CEO of MEC North America and a key executive with Ammirati Puris Lintas and DMB&B, Marla Kaplowitz was named to lead the 4A's earlier this year. Citing her "extensive experience at media and creative agencies, her stellar track record for innovation and leadership, and her unrivaled commitment to advancing the industry" the 4A's Board of Directors saw Ms. Kaplowitz as "a leader for an industry moving at lightning speed."



09:10am

"WHO SAYS?"

BRENDAN GAHAN

Founder / EVP

HALLIE HARRIS

Managing Director, Epic Signal

Epic Signal is a leader in the marketing arena where brands grow loyal online communities using digital influencers, especially via YouTube. The agency's principals, Brendan Gahan and Hallie Harris, have a wealth of experience and will discuss the dramatic impact digital influencers can have on a brand's overall marketing strategy. They'll share best practices and some of their "secret sauce" for putting together a successful campaign, drawing from their own successes as well as their occasional failures.

09:35am

"I JUST HEARD IT ON THE RADIO"

ERICA FARBER

President & CEO,
The Radio Advertising Bureau / RAB

Did you know that on an average day, radio reaches 67% of America's consumers? Or that radio reaches 91% of the U.S. black population every week? And 93% of the Hispanic population? Or that the average American over 12 listens to radio an average of three hours a week? Or that 277,376,000 Americans over 12 tune into radio every week? You get the idea.

10:00am

COFFEE BREAK

10:30am

**"AT THE HEART
OF SUSTAINABLE BRANDS"**

ANNIE LONGSWORTH

Founder, The Siren Agency

It has all kinds of names. Doing well by doing good. Sustainability. Aligning interests. Going green. But it's all an attempt to capture one of the fastest growing, most important social developments of recent years: corporations determined to do business that does good. Annie Longworth has been at the center of this development from the outset, as the CEO of Saatchi & Saatchi, and before that as President of Cohn & Wolfe San Francisco. In 2015 she launched Siren, an award-winning strategy and communications agency that develops and serves the intentional good intentions of a wide range of corporate clients.

11:00am

CELEBRATING HOWARD LUCK GOSSAGE
1917 - 2017

**"CHANGING THE WORLD IS
THE ONLY FIT WORK FOR A GROWN MAN"**

A Short Film by STEVE HARRISON

Introduction by JEFF GOODBY

Howard Gossage was one of the most influential and important advertising executives of his time. He played key roles in the creation and success of The Sierra Club, Friends of Earth and Earth Day. He introduced Marshall McLuhan to America, wrote some of the most amusing, provocative and successful ad copy of the 1960's, and has been a major influence on several of the more important, celebrated advertising practitioner of our time.

11:45am

A FINAL WORD

TODD BRODY AND JOHN ANDERSON

Coblentz
Patch Duffy
& Bass LLP

4A's