

8:00 AM

DOORS OPEN FOR REGISTRATION & CONTINENTAL BREAKFAST

8:20 AM

OPENING REMARKS BY EVENT CO-CHAIRS

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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

-

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

9:20 AM

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

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

-

Richard Phillips, Dean, Robinson College of Business, Georgia State University

10:45 AM

10:45 AM

INTRODUCING GSU MARKETING ROUNDTABLE

-

TBA

10:50 AM

10:50 AM

PRESENTATION OF GSU MARKETING ROUNDTABLE SCHOLARSHIPS

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Naveen Donthu, Marketing Dept. Chair, Georgia State University

11:05 AM

11:05 AM

PRESENTATION OF MAX INNOVATION AWARDS

-

TBA

11:30 AM

11:30 AM

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

-

Neil Hoyne, Chief Strategist at Google

12:15 PM

30 MIN

NETWORKING BREAK & LUNCH

12:45 PM

LUNCHEON KEYNOTE ON THE FUTURE OF MARKETING

-

J. Walker Smith, Chief Knowledge Officer at Kantar.

1:30 PM

1:30 PM

CLOSING REMARKS

-

Event Support Team

1:40 PM

20 MIN

POST- EVENT NETWORKING