



PURSuing A COMPETITIVE ADVANTAGE

2009 Las Vegas Joint Conference

SCHEDULE AT A GLANCE

Wednesday, March 18th			
6:00 p.m.	Opening Reception	23rd Anniversary Celebration	
Thursday, March 19th			
8:00 a.m.	Breakfast		
9:00 a.m.	Opening Remarks	Southwest Chapter President	
9:15 a.m. - 10:15 a.m.	Opening Session	Online Communities- How Disney uses their online communities to find key insights and develop a competitive advantage. PRC Credits - 1.25 Research hours	Speaker : Karen Manne, ABC Disney
10:30 a.m. - 11:45 a.m.	Workshop Session	Data Mining- Learn how JD Power & Associates uses sophisticated data mining tools to analyze data and identify critical issues. PRC Credits - 1.5 Research hours	Speaker : Keiko Powers, J.D. Power & Associates
Noon - 1:45 p.m.	Luncheon Speaker	How is the economy impacting you? A roundtable discussion moderated by Elisa Galloway. PRC Credits - 1.0 hours	Moderator : Elisa Galloway, Galloway Research
2:00 p.m. - 3:00 p.m.	Workshop Session	Large scale tracking studies - How Intuit uses large scale tracking studies and other research techniques to understand their customer's needs. PRC Credits - 1.0 Research hours	Speaker : Dan Safreno, Intuit
3:15 p.m. - 4:45 p.m.	Workshop Session	Welcome to Hard Times- Marketing in today's economic environment. Growing your business during hard times. PRC Credits - 1.0 Business hours	Speaker : Justin Wyatt, The Hypothesis Group
Friday, March 20th			
8 a.m.	Breakfast		
9:00 a.m. - 10:30 a.m.	Workshop Session	Researching Latino Viewers - How Si' TV and Nielsen teamed up to understand the unique needs of the 18-49 Latino viewer. PRC Credits - 1.5 Research hours	Speaker: Beth Kane, Si' TV & Christie Kawada, Nielsen Entertainment Television Group
10:45 a.m. - 11:45 a.m.	Workshop Session	Special Economic Panel- How is the economy impacting our industry? An interactive discussion of how industry leaders are dealing with the current economic crisis. PRC Credits - 1.0 Business hours	Panel: Merrill Dubrow, M/A/R/C
Noon	Luncheon Immediately followed by Raffle, Update & Wrap- Up	Networking Lunch	SWMRA Board
2:00 p.m.	Conclusion		