

9am

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ABEF Golf Outing
11:30am - 6pm

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7pm

Workshop: Charting Your Course in Uncharted Waters: Strategic Decision-Making in Uncertain Times
1pm - 3pm

7am

8am

9am

Keynote: Scott McKain's The Collapse of Distinction
9am - 10:30am

10am

11am

Keynote: Andy Cohen's Innovation in Marketing: Challenging Assumptions
11am - 12:30pm

12pm

1pm

2pm

Breakout: Sustainability, Can Agriculture Deliver?
2pm - 3pm

Breakout: What's Hot in Media Research?
2pm - 3pm

Workshop: What Customers Really Want
2pm - 3pm

Breakout: Tapping the Power of Innovation to Create Sizzling Solutions
2pm - 3pm

Breakout: Building Trust - Making Your Audience Part of the Act
2pm - 3pm

3pm

4pm

Breakout: New Faces, New Decision Makers, New Marketing Ideas
4pm - 5pm

Breakout: Thriving in Times of Uncertainty, Volatility, and Change
4pm - 5pm

Breakout: Creating Brands People Love
4pm - 5pm

Breakout: Power Up Your Career
4pm - 5pm

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Breakout: Moving from Win-Win to Win-Win-Win with Cause Marketing
9am - 10am

Breakout: Performing Under Pressure
9am - 10am

Breakout: Social Media DOES Fit in Your Marketing Strategy - Moving Beyond This Decision
9am - 10am

Breakout: The Large Grower's Perspective
9am - 10am

Keynote: David Okerlund's Managing the Margins of Greatness
10:30am - 12pm

Dash to the airport!!!
12:30pm - 1:30pm