



TRANSFORMATIVE ADVERTISING SUMMIT

Changing The Conversation
January 21, 2015 • The Nine • San Francisco

The Day

- 9:00 Registration and kick-ass coffee & breakfast snacks
- 9:30 Framework & goals for the day.
P.O.D.S. introduction (personal observation, discussion, socialization)
- 10-11 Guest speaker. A vision for change from inside the industry
- 11-12:30 3 case studies
- 12:30 Lunch: local, sustainability-focused & divine!
- 2:00 P.O.D.S. follow up
- 2:15 Special guest speaker presentation, "What else is possible".
- 3:00 Implementation. Tools.
- 4:30 Afterglow

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