



FutureFlash™

May 12<sup>th</sup> & 13<sup>th</sup>, 2009

Queen's Landing Hotel\* – Niagara-on-the-Lake

## Schedule

### FutureFlash – Day 1

#### Tues. May 12<sup>th</sup>

2:00 - 3:00 pm	Registration and Snack
3:00 – 5:15 pm	
3:00 – 3:10	Welcome Gillian Graham, ICA Philip George, FutureFlash Chair
3:10 – 3:25	Sponsor opening remarks Phillip Crawley, The Globe and Mail
3:25 – 3:30	Speaker Introduction Jess Greenwood
3:30 – 4:15	Case study – Coca-Cola Zero (Pio Schunker, Coca-Cola)
4:15 – 5:25	Advertising in a Recession: Finding the upside of a downturn (Peter Field)
5:25 – 5:30	Afternoon Wrap-Up (Andrew Saunders, The Globe and Mail)
5:30 – 6:30 pm	Wine and cheese
6:30 – 6:45 pm	Transport to winery
6:45 – 7:30 pm Worldwide)	Social media/Swarm Theory (Jeff Swystun, DDB)
7:30 – 7:45 pm	Q and A (Jeff Swystun and Mathew Ingram, The Globe and Mail)
7:45 pm –	Dine-around at Inniskillin Winery

### FutureFlash – Day 2

#### Wed. May 13<sup>th</sup>

6:30 – 7:15 am	Optional: Run or Speed-walk
7:30 – 8:30 am	Breakfast
8:30 am – 12:30 pm	
8:30 – 9:20	Two Track Branding – Mass and Niche (Jessica Greenwood, Contagious Magazine)
9:20 – 10:15	Brand Design (Glenn Geisendorfer, Platform Inc.)
10:15 – 10:45	Break and check-out
10:45 – 11:35	Inspirational and Innovative Uses of Mobile (Derek Handley, The Hyperfactory)
11:35 – 12:20	The future of interactive media (Colleen DeCourcy, TBWA)
12:20 – 12:30	Closing comments Philip George, FutureFlash Chair Brett Marchand, ICA Board Chair
12:30 pm –	Lunch (or boxed lunch for those who have to leave)

\*Queen's Landing Hotel was named one of the "Readers' Choice" hotels by Condé Nast Magazine, December 2008