



Subject to Change Rev 1.12.09

Marketing to Women Summit

Marriott Downtown Chicago Magnificent Mile ♦ 540 N. Michigan Avenue ♦ Chicago, IL 60611

Registration & Check-in

Friday, March 20: 1:00 p.m. – 6:00 p.m.

Saturday, March 21: 8:00 a.m. – 12:00 p.m.

Friday, March 20

8:00 a.m. - 8:30 a.m.

- Sign in for Leadership Skills Training

8:30 a.m. - 5:00 p.m.

- Leadership Skills Workshop (*\$99 Conference Special when also registering for the Summit, \$149 for Leadership Skills Workshop Only*)

5:30 p.m. - 6:30 p.m.

Networking Reception

Saturday, March 21

7:30 a.m. - 8:30 a.m.

Breakfast & Conference Welcome

8:30 a.m. - 10:15 a.m.

Thought Leader Session I: "Women Who Mean Business" Vickie Austin

10:30 a.m. - 11:45 a.m.

Thought Leader Session II: "Cross Generational Marketing to Women" Marilyn Moats-Kennedy

12:00 p.m. - 2:00 p.m.

Luncheon & Keynote: "GENDERTRENDS™: The Perfect Answer for Building Sales and Profit" Marti Barletta

2:00 p.m. - 2:15 p.m.

Networking & Refreshment Break

2:30 p.m. – 3:45 p.m.

Learning Lab: "The Brand Called You" Vickie Austin

2:30 p.m. – 3:45 p.m.

Learning Lab: "Seven Mistakes to Avoid in Personal Marketing" Barbara Safran

2:30 p.m. – 3:45 p.m.

Learning Lab : "Marketing for Referrals" Nancy Farkas

3:45 p.m.

"Explore the Magnificent Mile" Free Time

Sunday, March 22

7:30 a.m. - 8:15 a.m.

Continental Breakfast

8:30 a.m. - 9:45 a.m.

Learning Lab: "Single and Buying: Today's Growing Demographic" Jo Kenney

8:30 a.m. - 9:45 a.m.

Learning Lab: "Reaching the Online Female Consumer" Amy Chorew

8:30 a.m. - 9:45 a.m.

Learning Lab: "A Competitive Advantage: Positioning Yourself in Today's Marketplace" Candy Kelly

9:45 a.m. - 10:00 a.m.

Networking & Refreshment Break

10:00 a.m. - 11:15 a.m.

Thought Leader: "Where It All Comes Together" Jim DeLizia

- Open only to Leadership Training registrants