

<i>Time</i>	<i>Session</i>	<i>Speakers</i>
-------------	----------------	-----------------

8:00 - 9:00 / REGISTRATION, BREAKFAST & ASK OUR SPECIALISTS

- | | | |
|--------------|--|--|
| 9:00 | Welcome Address: Welcome to Opus! | <i>Amanda Seaford, Mirum</i> |
| 9:15 | Keynote: Disrupting Disruption | <i>Mitch Joel, Six Pixels Group</i> |
| 9:50 | In Conversation: Brave Innovation: The Game Has Changed | <i>Matt Webb, Mirum and Dan Kaufman, Google</i> |
| 10:25 | Talk: Future Focus: Innovation Trends to Watch in 2019 | <i>Lucie Greene, Wunderman Thompson Intelligence</i> |

10:50 - 11:20 / COFFEE BREAK & ASK OUR SPECIALISTS

- | | | |
|--------------|--|---|
| 11:20 | Workshop: Use Your Words Wisely: The Power of Language | <i>Dennis Ryan, The Next Thing</i> |
| 12:10 | Fireside Chat: The Modern CMO: Innovating from the Inside Out | <i>Mark Newcomer, Mirum and Brad Hunt, UnitedHealthcare</i> |
| 12:40 | Talk: The New Martech Paradigm: Build It Yourself | <i>Loren McDonald, IBM</i> |

1:00 - 1:45 / LUNCH & ASK OUR SPECIALISTS

- | | | |
|-------------|--|---|
| 1:45 | In Conversation: Diversity in Innovation: Make Your Ideas Heard | <i>Francine Anthony, Sitecore and Julie Koepsell, Mirum</i> |
| 2:10 | Talk: Want people to love your brand? Be real! | <i>Sasha Vazquez, Blue State Digital</i> |
| 2:25 | Panel: Influencers: From Agents of Conversation to Agents of Commerce | <i>Sharon Mussalli, Some Spider (Scary Mommy); Lucy Riles, Life of Mom & Life of Dad; Bob Molhoek, Wombo Sports; Brett Hurt, Data. World. Moderated by Lindsay Stein, Campaign US</i> |
| 3:15 | Update: Innovation Sprint | <i>Mirum and W.K. Kellogg Foundation</i> |
| 3:25 | Fireside Chat: Experience-Driven Commerce | <i>Gary Specter, Adobe & Amanda Seaford, Mirum</i> |
| 3:50 | Keynote: How Purpose Drives Innovation To Deliver Business Growth | <i>Simon Mainwaring, We First</i> |
| 4:25 | Closing Thoughts: Key Takeaways | <i>Amanda Seaford, Mirum</i> |

4:30 - 6:30 / EVENING COCKTAILS