



**BMA COLORADO B2B RISING REGIONAL EVENT**  
**Thursday, September 19, 2013**  
**Denver, Colorado**

**AGENDA**

12:30 – 1:00	Registration/Networking	
1:00 – 1:10	Welcome	Glenn Thayer, The Voice of Meetings & Events
1:10 – 1:55	Opening Keynote: You Don't Need a Title to Be a Leader...	Mark Sanborn, President, Sanborn & Associates & author of "The Fred Factor"
2:00 – 3:00	Panel discussion – A New World: Marketing Amplified	<p>Todd Wilms, Head of Social Business Strategy, SAP &amp; Forbes contributor</p> <p>Brian Moran, President, Brian Moran &amp; Associates &amp; former publisher of Inc. magazine</p> <p>Kare Christian Anderson, Founder, Say it Better Center &amp; contributor, Huffington Post &amp; Harvard Business Review</p> <p>Moderator: Bryan Kramer, Social Business Strategist and CEO, PureMatter</p>
3:00 – 3:25	Break	
3:25 – 3:30	Title Sponsor message	Burns Marketing
3:30 – 4:30	TED-style presentations	<p>Bryan Kramer, Social Business Strategist and CEO, PureMatter</p> <p>Meagan Fisher, Sr. Manager, B2B Markets, Google</p> <p>Aaron Kennedy, CMO of Colorado &amp; founder, Noodles &amp; Company</p>
4:30 – 5:00	Closing Keynote: What it Takes to Be a True Marketing Leader and a True Innovator	Al Maag, Executive Director, BMA National, Principal Marketing & Communications Consultant, MaagComm+ & former Chief Communications Officer, Avnet
5:00 – 6:30	Networking Reception	

To receive the special valet parking rate at the Embassy Suites,  
let them know you attended the BMA event.