



Institute for Behavioral Economics and Consumer Choice (IBECC) Third Roundtable

Mastering the Marketing Stack: Using Technology and Behavioral Science to Drive Growth in Today's Digital Age

ILR Center
570 Lexington Ave. and 51st Street, 12th Floor
New York, NY

Thursday May 9th, 2019

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| 8:15 – 8:45 a.m. | Registration & Networking Breakfast |
| 8:45 – 9:15 a.m. | Welcome & Roundtable Opening Remarks
David Just , Director IBECC and Roundtable Chair
Participants' Introductions |
| 9:15 – 10:00 a.m. | Session 1: What is The Impact of the Transition of TV to Digital in Advertising: How to Capture, Measure and Monetize Customer Attention?
Presenter: Jura Liaukonyte & Geoff Fisher , Dyson School of Applied Economics & Management – Cornell University.
(Cont'd) |

10:00 – 10:30 a.m.	Refreshments Break
10:30 – 11:15 a.m.	Session 2: Using Different Platforms for Individualized Targeting Presenter: Seth Sarelson, Co-Founder and COO, RevTrax Presenter: Khaled Boughanmi, Johnson Graduate School of Management, Cornell University
11:15 a.m. – 12:00 noon	Session 3: The Privacy-Trust Threshold Presenter: Emily Berg, Head of Commerce Insights, Waze Presenter: Clarence Lee, Graduate Johnson School of Management, Cornell University
12 noon - 1:00 p.m.	Networking Lunch
1:00 – 2:00 p.m.	Session 4: Topical Working Groups
2:00 – 3:00 p.m.	Topical Working Groups' Solutions for Industry and Next Steps
3:00 p.m.	Adjourn

About the Roundtable's Agenda

The program encompasses four focused sessions. Sessions 1 to 3 will begin with a short presentation by one or two Industry and/or Faculty Leaders on the session's topic. After these short presentations, the conversation will be open for lively discussion, moderated by the topic Leaders. Session 4 provides an opportunity for participants to discuss the information and expertise shared throughout the event to identify solutions for industry and next steps for IBECC. Given the relatively small number of attendees, all participants will have an opportunity to ask questions and express their views. Faculty fellows and students affiliated with IBECC might be observing the roundtable discussions and interact with the invited attendees during the breaks and networking lunch. To share the ideas discussed during the event and its conclusions with a wider audience, the proceedings will be posted on IBECC's website.

Note: All Roundtable attendees are cordially invited to join us for a pre-event reception on Wednesday May 8th, 5:30 p.m.-7:00 p.m. in the ILR Center (11th Floor), please RSVP to Sandra (see email and phone number below) if you haven't done so yet!

Getting There & More...

Location of the ILR Center: 570 Lexington Avenue, there is one main entrance between 51st Street and 50th Street and Lexington Avenue, next to Urban Space. IBECC Roundtable is on the 12th floor (Thursday May 9th, 8:15 a.m. – 3 p.m.) and IBECC Roundtable Reception is on the 11th floor (Wednesday May 8th, 5:30-7 p.m.)

Parking nearby: there are a few parking garages around the area. One is located on 51st Street between Lexington Avenue and 3rd Avenue

Metro stop: closest metro stop is on 51st and Lexington Avenue

Accessing the building: participants need to bring a valid government issued photo ID to enter the building

Luggage: a coat closet is available to store luggage during the event

For questions or additional information please contact Sandra Cuellar-Healey by email at: ibecc@cornell.edu; by phone at: 607.254.4960 (9:30 a.m. – 3 p.m. ET, Mon-Thu)



Dyson
Cornell
SC Johnson College of Business

Cornell CALS
College of Agriculture and Life Sciences