



**Driving Business Performance Through Marketing**

SAMPLE AGENDA

AT&T Executive Conference Center

**DAY 1**

|                        |   |                 |
|------------------------|---|-----------------|
| 8:00 a.m. – 8:30 a.m.  | <b>Check-In</b>   |                 |
| 8:30 a.m. – 12:00 p.m. | <b>Marketing Frameworks<br/>Application to the Simulation</b><br>Dr. Kapil Jain | <i>Room 301</i> |
| 12:00 p.m. – 1:00 p.m. | <b>Lunch</b>  | <i>TBD</i>      |
| 1:00 p.m. – 4:30 p.m.  | <b>Simulation Run<br/>Drives of Customer Responses</b><br>Dr. Kapil Jain        | <i>Room 301</i> |

**DAY 2**

|                        |  |                 |
|------------------------|--|-----------------|
| 8:30 a.m. – 12:00 p.m. | <b>Simulation Run</b><br>Dr. Kate Mackie   | <i>Room 301</i> |
| 12:00 p.m. – 1:00 p.m. | <b>Lunch</b>   | <i>TBD</i>      |
| 1:00 p.m. – 4:30 p.m.  | <b>Simulation Review<br/>Lessons Learnt and Extrapolation</b><br>Dr. Kate Mackie | <i>Room 301</i> |