

**AGENDA**  
**Engagement Council**  
**Thursday, March 20, 2008**  
**2:30 – 4:30PM**

**Co-Chairs: La Ganjam, ConAgra & Greg Whiteman, USPS**

**Research Advisor: Dr. Raymond Pettit, MarketShare Partners**

**Engagement Moves from Theory to Practice**

| <b>SCHEDULE</b> | <b>PRESENTATIONS</b>  | <b>PARTICIPANTS</b>                       |
|-----------------|---|---|
| 2:30 – 2:45PM   | <b>Introductions and Review of Mission and Agenda</b>         | La Ganjam, ConAgra<br>Greg Whiteman, USPS |
| 2:45 – 3:25PM   | <b>Rethinking Media Engagement for a Multi-platform World</b> | Robert DeSena, iO Global                  |
| 3:25 – 4:05PM   | <b>Moving Engagement from Theory to Practice</b>              | Scott Hanson, Longwoods Intl.             |
| 4:05 – 4:20PM   | <b>Speakers' Interactive Discussion with Council</b>          | All                                       |
| 4:20 – 4:30PM   | <b>Next Steps and Adjourn</b>                                 | La Ganjam, ConAgra<br>Greg Whiteman, USPS |