



AGENDA
Engagement Council
Thursday, May 22, 2008
2:30 – 4:30PM

Council Chair – Greg Whiteman, USPS

Topic – Moving Engagement Forward

SCHEDULE	PRESENTATIONS	PARTICIPANTS
2:30 – 2:35PM	Welcome	Marc Nightingale, The ARF
2:35 – 2:45PM	Introductions	Greg Whiteman, USPS
2:45 – 3:10PM	Engagement is not an E Score	Bob DeSena, IO Global
3:10 – 3:35PM	Suave in the Motherhood- Engagement and Beyond	Patti Wakeling, Unilever
3:35 – 4:00PM	To Measure Engagement, Start by Defining it in the Right Context	Pat LaPointe, MarketingNPV
4:00 – 4:20PM	Discussion and Q & A	ALL
4:20 – 4:30PM	Next Steps and Wrap Up	Greg Whiteman, USPS