

Saturday, June 6, 2009		
5:30-6:30pm	Reception and Good Cheer	Ross Level 6
6:30-8pm	Dinner	Ross Colloquium
8-9pm	A Profile of John D. C. Little & Open Mike Remarks by Attendees	Ross Colloquium
Sunday, June 7, 2009		
7:30-8:30am	Continental Breakfast	R1210 Collaborative Space
8:30-10am	<p>OPENING SESSION</p> <ul style="list-style-type: none"> ■ Peter J. Danaher, Melbourne University <i>"Evolution in Media Models: From Media Planning Calculus to Optimal Internet Advertising"</i> ■ Olivier M. Toubia, Columbia University with John Hauser, Theodoros Evgeniou, René Befurt, and Daria Silinskaia <i>"Cognitive simplicity and Consideration Sets"</i> ■ Makoto Abe, University of Tokyo <i>"Customer Lifetime Value and RFM Data: Accounting Your Customers One by One"</i> 	R1210
10-10:30am	AM Break	R1210 Collaborative Space
10:30-12:pm	<p>MIDDLE SESSION</p> <ul style="list-style-type: none"> ■ Dina Mayzlin and Jiwoong Shin, Yale University <i>"A Model of Image Advertising"</i> ■ Peter S. Fader, University of Pennsylvania - Wharton with Erik M. Schwartz and Bruce G.S. Hardie <i>"Incorporating Covariates in the Beta-Binomial Model"</i> ■ Masahiko Yamanaka, KSP-SP, Tokyo <i>"Micro Marketing Mix Response Model: Measuring the Effect and Effectiveness of Advertising and Sales Promotion in Consumer Packaged Goods"</i> 	R1210
12-1:15pm	Lunch	Ross Colloquium
1:15-2:45pm	<p>FINAL SESSION</p> <ul style="list-style-type: none"> ■ Scott A. Neslin, Dartmouth College with Sara Valentini and Elisa Montaguit <i>"Customer Evolution in Sales Channel Migration"</i> ■ Steven M. Shugan, University of Florida with Aydin Alptekinoglu <i>"Managing Seasonal Congestion"</i> ■ John H. Roberts, University of New South Wales with Rajendra K. Srivastava and Pamela D. Morrison <i>"Making Marketing Accountable: Using a Little Intuition"</i> 	R1210
2:45-3pm	<p>CONCLUDING REMARKS</p> <ul style="list-style-type: none"> ■ John D.C. Little 	R1210