



2016 Annual General Meeting (AGM)

WEDNESDAY JUNE 8TH - SATURDAY JUNE 11TH

Wednesday, June 8th

Attendees arrive and register at the Chicago Athletic Association Hotel (CAAH) – Michigan Ave

4:00 – 5:30 PM	Board Meeting in the Evers Room (CAAH)
5:30 – 6:00 PM	Prepare for Reception
6:00 – 9:00 PM	Welcoming Cocktail Reception at Cindy's (CAAH)

Thursday, June 9th

7:30 – 8:30 AM	Breakfast in the Evers Room (CAAH)
8:30 – 9:30 AM	Welcome & Confrad Annual Report
9:30 – 9:45 AM	Morning Break
9:45AM – 12:00 PM	Morning Session - Agency Summaries & Case Studies
12:15 – 1:30 PM	Lunch in the Evers Room
1:30 – 3:30 PM	Afternoon Session – Agency Case Studies
3:30 – 4:00 PM	Train to Miller-Coors Offices
4:00 – 5:30 PM	Miller-Coors Beer Presentation & Facility Tour
5:30 – 5:40 PM	Walk to Water Taxi
5:40 – 6:00 PM	Water Taxi to Merchandise Mart and Chopping Block
6:00 – 6:30 PM	Merchandise Mart Visit
6:30 – 9:30 PM	Chopping Block Cooking Class and Dinner
9:30 PM	Optional Social Outing (Andy's Jazz or the like)



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Friday, June 10th

7:30 – 8:30 AM

Breakfast in the Evers Room (CAAH)

8:30 – 9:00 AM

Walk to HDMZ offices (55 W. Wacker).

9:00 – 9:30 AM

Morning Opening Remarks

9:30 – 10:30 AM

Guest speaker: Dana Anderson, CMO of Mondelez International

10:30 – 10:45 AM

Morning Break

10:45AM – 12:00 PM

Food & Ethics – Jasmin and Denis

12:00 – 12:15 PM

Walk to Lunch

12:15 – 1:45 PM

Lunch - River Roast

1:45 – 2:00 PM

Walk to HDMZ

2:00 – 3:00 PM

Creating the Perfect Creative Brief – Daniel

3:00 – 4:00 PM

Agency Project Pitches – Klaas

4:00 – 5:00 PM

Social Media Discussion – Huw and Simon

5:00 – 5:30 PM

The Golden Bull Award and Closing Remarks - Klaas

5:30 – 7:00 PM

Free Time

7:20 PM

Meet for Trolley in CAAH Lobby

7:30 – 7:50 PM

Trolley Ride to Restaurant

8:00 – 11:00 PM

Dinner at Erie Café

11:10 PM

Trolley Ride Back to CAAH