

# BRAND NEW

# WORLD

**Soho House**

**6th Floor**

**29-35 Ninth Avenue (between 13 + 14 St)**

## **Line-Up**

- 6:00-6:10 INTRODUCTIONS (ALL)
- 6:10-6:35 Brand New Mind (Alona Elkayam)
- 6:40-7:05 How Brands Work (Andy Batemen)
- 7:05-7:30 What the F\*\*K is Social Media (Marta Hagen)
- 7:30-8:00 QA/Twitter QA

Please come with strong opinions and questions. This is a forum, a dialogue.  
We want to hear from you.