

10:50 AM – 11:00 AM

“MY MEME”

Kevin Lynch, Chief Software Architect, Adobe Systems
Geordie Rose, Founder and Chief Technology Officer, D-Wave Systems

11:00 AM – 11:30 AM

BREAK Gallery I & II

11:30 AM – 12:30 PM

CONCURRENT BREAKOUT SESSIONS

I. Green Car of the Future

Martin Eberhard, CEO, Tesla Motors
Steve Fambro, CEO, Aptera Motors
Amory Lovins, Co-founder, Chairman, and Chief Scientist, Rocky Mountain Institute
Bill Reinert, National Manager, Advanced Technologies Group, Toyota

*Moderator: **Brian Dumaine**, FSB: Fortune Small Business*

II. Why Online Identity and Trust are Critical to Economic Growth

Kim Cameron, Architect of Identity and Access, Microsoft
Louise Guay, President, My Virtual Model
Chris Kelly, Chief Privacy Officer, Facebook
Harriet Pearson, Vice President, Regulatory Policy, and Chief Privacy Officer, IBM
Paul Trevthick, CEO and Co-founder, Parity Communications

*Moderator: **John Clippinger**, Senior Fellow, Berkman Center for Internet & Society, Harvard Law School*

III. Crowdsourcing: How Communities Change Media, Marketing, and Making Money

Richard Barton, CEO, Zillow.com
Jim Buckmaster, CEO, craigslist
Max Levchin, CEO, Slide
Jeremy Stoppelman, CEO, Yelp

*Moderator: **Jeffrey O’Brien**, FORTUNE*

12:30 PM – 2:00 PM

LUNCHEON Courtyard

2:00 PM – 2:05 PM

“MY MEME”

Vineet Nayar, President, HCL Technologies

2:05 PM – 2:20 PM

**THE 21ST CENTURY CEO: NEW TECHNOLOGIES,
SHIFTING CULTURE**

Jonathan Schwartz, CEO, Sun Microsystems

Interviewer: **David Kirkpatrick**, FORTUNE

2:20 PM – 3:05 PM

**SUPER NATURAL SELECTION: WHAT’S NEXT FOR
THE GIANTS OF ONLINE MEDIA?**

Jim Lanzone, CEO, Ask.com

Yusuf Mehdi, Senior Vice President and Chief Advertising Strategist, Microsoft

Sheryl Sandberg, Vice President, Global Online Sales and Operations, Google

Jeff Weiner, Executive Vice President, Yahoo!

Moderator: **Adam Lashinsky**, FORTUNE

3:05 PM – 3:15 PM

“MY MEME”

John Chambers, CEO, Cisco Systems

Introduced by: **David Kirkpatrick**, FORTUNE

3:15 PM – 4:00 PM

**IMEME: THRIVE
TAPPING TECH’S GLOBAL OPPORTUNITY**

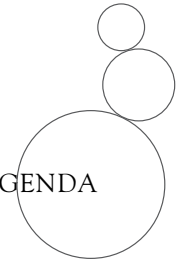
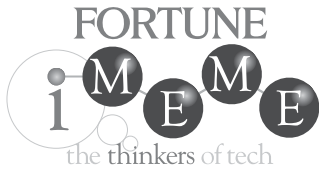
John Chambers, CEO, Cisco Systems

John Gage, Chief Researcher, Sun Microsystems

Bernard Liataud, Chairman, Business Objects

Padmasree Warrior, Chief Technology Officer, Motorola

Moderator: **Rik Kirkland**, FORTUNE



4:00 PM - 4:05 PM

“MY MEME”

Gary Flake, Technical Fellow, Microsoft

4:05 PM - 4:30 PM

BREAK Gallery I & II

4:30 PM - 5:30 PM

CONCURRENT BREAKOUT SESSIONS

**I. HyperEvolution: Merging Man and Machine—
The Intersection of IT and Biology**

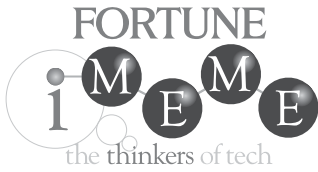
- John Donoghue**, Director, Brain Science Program, Brown University
- Tan Le**, Co-founder and President, Emotiv Systems
- Tomaso Poggio**, Investigator, McGovern Institute for Brain Research, MIT
- Craig Venter**, President, J. Craig Venter Institute
- Moderator: **Brian O’Keefe**, FORTUNE*

II. The Next Four Billion

- Allen Hammond**, Vice President, Special Projects and Innovation, Markets and Enterprise Program, World Resources Institute
- Karishma Kiri**, Director, Market Expansion Group, Microsoft
- Dan Shine**, Director, 50X15 Initiative, AMD
- Lee Thorn**, Chair, Jhai Foundation
- Moderator: **Katie Benner**, FORTUNE*

III. The Future of Enterprise Software

- Mark Carges**, Executive Vice President, Business Interaction Division, BEA Systems
- Mark Lewis**, Executive Vice President and Chief Development Officer, EMC
- Bernard Liautaud**, Chairman, Business Objects
- Doug Merritt**, Executive Vice President and General Manager, SAP
- Zach Nelson**, CEO, NetSuite
- Moderator: **Endre Holen**, Director and Leader, North American Technology Sector, McKinsey*



AGENDA

5:30 PM – 6:00 PM

BREAK

6:00 PM – 7:00 PM

COCKTAIL RECEPTION Gallery I & II

7:00 PM – 7:45 PM

PANEL DISCUSSION Salon I & II

The Next Memes

Richard Dawkins, Professor, New College, Oxford University

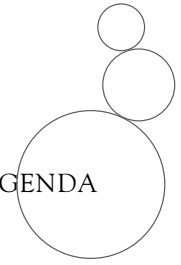
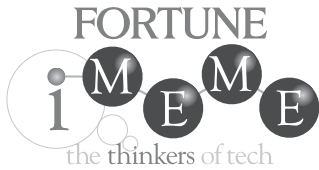
Bill Joy, Partner, Kleiner Perkins Caufield & Byers

Craig Venter, President, J. Craig Venter Institute

Moderator: **Andy Serwer**, FORTUNE

8:00 PM – 10:00 PM

DINNER Courtyard



FRIDAY, JULY 13
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7:00 AM

REGISTRATION OPENS Gallery Corridor

7:30 AM – 9:30 AM

BREAKFAST SESSIONS

7:30 AM – 8:20 AM

DAY ONE RETROSPECTIVE Consulate
Hosted by BT

Leader: **David Kirkpatrick**, FORTUNE

Special Guests

Colin Spence, COO, BT Americas

Paul Stich, President and CEO, BT Counterpane

Julie Woods-Moss, Vice President, Marketing, BT Global Services

8:30 AM – 9:30 AM

I. Lessons of the Digital Media Revolution

Lauren Berkowitz, Senior Vice President, Digital,
EMI Music North America

Rob Glaser, CEO, RealNetworks

Jerry Harrison, Talking Head, and Chairman, iLike

Terry McBride, CEO, Nettwerk Music Group

Shane Robison, Chief Strategy and Technology Officer,
Hewlett-Packard

Moderator: **Devin Leonard**, FORTUNE

**II. Nothing Ventured, Nothing Gained in the Digital Vortex:
VCs Talk about the Facts of Life in the New Tech Economy**

Jim Breyer, General Partner, Accel Partners

Michael Moritz, General Partner, Sequoia Capital

Jerry Murdock, Managing Director, Insight Venture Partners

Fred Wilson, Founding Partner, Union Square Ventures

Moderator: **Adam Lashinsky**, FORTUNE

9:30 AM – 9:45 AM

BREAK Gallery I & II

9:45 AM – 9:50 AM

“MY MEME”

Esther Dyson, EDventure Holdings/Release 0.9

9:50 AM – 10:35 AM

**IMEME: OPEN
NEW WORLD ORDER**

Mitchell Baker, CEO, Mozilla

Mitchell Kapor, Founder, Kapor Enterprises

Jimmy Wales, Chairman, Wikimedia Foundation

*Moderator: **John Markoff**, The New York Times*

10:35 AM – 10:40 AM

“MY MEME”

Eva Chen, CEO, Trend Micro

10:40 AM – 11:00 AM

BREAK Gallery I & II

11:00 AM – 11:20 AM

THE NEXT PHASE: A VIEW FROM THE 22ND CENTURY

Vinton Cerf, Chief Internet Evangelist, Google

*Interviewer: **David Kirkpatrick**, FORTUNE*

11:20 AM – 11:25 AM

“MY MEME”

Stuart Wells, Senior Vice President and President,
Global Communications Solutions, Avaya

11:25 AM – 12:10 PM

**IMEME: NET MUTATIONS
THE FUTURE OF MEDIA**

Samir Arora, CEO, Glam Media

Michael Jackson, President of Programming, IAC

Bruno Zheng Wu, Chairman, Sun Media Investment
Holdings Group of Companies

*Moderator: **Oliver Ryan**, FORTUNE*

12:10 PM – 12:20 PM

“MY MEME”

Hal Raveché, President, Stevens Institute of Technology
Paul Stich, President and CEO, BT Counterpane

12:20 PM – 12:45 PM

**HOW HP RIGHTED THE SHIP:
AN INTERVIEW WITH MARK HURD**

Mark Hurd, Chairman and CEO, Hewlett-Packard
Interviewer: **Adam Lashinsky**, FORTUNE

12:45 PM

CLOSING REMARKS

Andy Serwer, FORTUNE
David Kirkpatrick, FORTUNE