



Microsoft Executive Customer Briefing Center  
1290 Avenue of Americas, New York, NY 10104  
October 11, 2006 1:45 - 6:15 PM

**EVENT DESCRIPTION**

The internet is radically transforming business communications. Interactive web sites, web video, user generated content, blogs, and podcasts have created a new landscape of fresh issues and opportunities for corporate communications professionals. Savvy businesses and brands are having transparent dialogues with their customers, reacting to market trends and events, and monitoring their efforts aided by the internet and its many tools. YouTube, MySpace and other viral sites increase PR exposure as well as real time interaction with the consumer, making the job of the corporate communications professional more challenging than ever. However, at the same time, it is easier for PR pros to manage their brands and messages by embracing new technologies and techniques.

Communications 2.0: The Future of PR conference will bring together the best and brightest minds in the industry to showcase and explore successes, failures and discuss how the industry can make sense and take advantage of the rapidly changing environment within the communications profession.

**SPEAKERS**



**KEYNOTE SPEAKER:**  
**Andrew Baron**  
Creator and Producer  
www.rocketboom.com



**John Bell**  
Managing Director,  
Ogilvy Public Relations  
Worldwide



**Todd Defren**  
Principal,  
SHIFT Communications



**Michelle Horowitz**  
Vice President,  
PR Newswire



**Steve Rubel**  
Senior Vice President,  
Edelman



**Ronn Torossian**  
President & CEO  
5W Public Relations



**David Berkowitz**  
Director of Strategic Planning  
360i



**Jason Dinwoodie**  
Director of Marketing and  
Communications, Dewey  
Ballentine LLP



**Chas Edwards**  
VP Sales & Marketing  
Development,  
Federated Media



**Bart Feder**  
President & CEO,  
The FeedRoom



**Dan Greenfield**  
VP, Corporate  
Communications, EarthLink



**Amy Janzen**  
Managing Director,  
The SutherlandGold Group



**Rob Key**  
CEO,  
Converseon



**Bernadette Mansur**  
SVP, Communications  
Executive Director,  
NHL Foundation



**Sean Morgan**  
CEO,  
Critical Mention



**Andy Plesser**  
Founder & CEO  
Beet.TV



**Ron Rasmussen**  
Chief Technical Officer &  
Vice President, Product  
Development, KnowNow, Inc.



**Andreas Panayi**  
Partner and CEO,  
Kinesis Marketing



# Communications 2.0 – The Future of PR

October 11, 2006

## AGENDA:

1:45 - 2:00 pm	<b>Registration</b>
2:00 - 2:05 pm	<b>Opening Comments</b> Steve Etzler, Founder, Business Development Institute Michelle Horowitz, VP, PR Newswire
2:05 - 2:35 pm	<b>Keynote Speaker:</b> Andrew Baron, Creator and Producer, www.rocketboom.com Rocketboom is a 3-minute daily news show/video blog that has become one of the most popular websites with a daily audience of over 300,000 people.
2:35 - 3:15 pm	<b>Panel Discussion - Authentic Media - What is User Generated Content, Blogs, and Web Video's Impact on Corporate Communications?</b> Moderator: John Bell, Managing Director, Ogilvy Public Relations Worldwide <ul style="list-style-type: none"> <li>• Todd Defren, Principal, SHIFT Communications</li> <li>• Chas Edwards, VP Sales &amp; Market Development, Federated Media</li> <li>• Michelle Horowitz, VP, PR Newswire</li> <li>• Ron Rasmussen, CTO, KnowNow</li> <li>• Steve Rubel, SVP, Edelman</li> </ul>
3:15 - 3:30 pm	<b>Featured Speaker:</b> Steve Rubel, SVP, Edelman and creator of www.micropersuasion.com Micropersuasion.com is one of the most popular communications industry blogs and explores how social media is transforming marketing, media, and public relations.
3:30 - 4:00 pm	<b>Case Study # 1</b> How leading corporations like GM, HP, Wal-Mart and Monsanto are embracing online video to better reach and engage their community. <ul style="list-style-type: none"> <li>• Bart Feder, CEO, The FeedRoom</li> <li>• Andreas Panayi, Partner and CEO, Kinesis Marketing</li> </ul>
4:00 - 4:30 pm	<b>Case Study # 2</b> Sean Morgan, CEO, Critical Mention Glen Caplin, Press Secretary to Congressman Anthony Weiner
4:30 - 5:15 pm	<b>Panel Discussion - Brand Tracking &amp; The Online Conversation - Tools, Case Studies, and Best Practices</b> Moderator: Dan Greenfield, VP Corporate Communications, EarthLink and creator of Bernaiesource Blog <ul style="list-style-type: none"> <li>• Jason Dinwoodie, Director of Marketing &amp; Communications, Dewey Ballantine LLP</li> <li>• Bernadette Mansur, Senior Vice President Communications, Executive Director, NHL Foundation</li> <li>• Rob Key, CEO, Converseon</li> <li>• Andy Plessler, Beet.TV</li> <li>• Ronn Torossian, President &amp; CEO, 5W Public Relations</li> </ul>
5:15 - 6:15 pm	<b>Networking Reception</b>

### SPONSORS:

#### Platinum:



#### Gold:



#### Silver:



#### Media Sponsors:

