

Web Video Roundtable Breakfast

October 7, 2008

The Graduate Center of The City University of New York

EVENT DESCRIPTION:


The Web Video leadership forum is an exclusive invitation only group of corporate communications, marketing and media executive who are interested in sharing knowledge about the latest trends, issues and opportunities related to web video. We specifically focus on the application of web video to achieve enterprise communication and marketing goals. This is the third meeting of the forum.


We will cover questions such as:

- How are leading organizations using web video to achieve branding and communications objectives?
- Who are the major players in content, distribution, and technology?
- What changes/evolutions can I expect to see over the next 6, 12, 18 months?
- What do I need to know about web video as it relates to my marketing/branding strategy?
- How can video be deployed in my organization in a way that is cost-effective and least disruptive to your network and infrastructure?
- How do you use web video for internal communications?

FORUM SPEAKERS


 **Matt DeLoca**
SVP, Sales and Marketing
The FeedRoom

 **Deb Brozina**
Making Change
Consultant to McGraw Hill

 **Paul Dunay**
Author, Buzz Marketing for Technology & Global Director, Integrated Marketing, BearingPoint

 **Karen Frankola**
Director of Intern'l Relations & Creative Services, Deloitte Touche Tohmatsu

 **Divyesh Jevtani**
Global eCommunications
Deloitte

 **Doug Simon**
President, D S Simon Productions
Director, PRSA NY

SPONSORS:



AGENDA:

8:30—9:00 AM	Breakfast and Networking
9:00—9:05 AM	Opening Remarks The FeedRoom and BDI
9:05—9:35 AM	Enterprise Web Video Demonstrations
9:35—10:30AM	Panel Discussion and Q&A Moderator: Matt DeLoca, SVP and Marketing, The FeedRoom <ul style="list-style-type: none">• Deb Brozina, Making Change & Consultant to McGraw-Hill• Paul Dunay, Author, Buzz Marketing for Technology & Global Director, Integrated Marketing, BearingPoint• Karen Frankola, Director of International Relations and Creative Services, Deloitte Touche Tohmatsu• Divyesh Jevtani, Global eCommunications, Deloitte• Doug Simon, President, D S Simon Productions & Director, PRSA NY