

CONVERGENCE 2008

## The Roundtables



**The Graduate Center/ CUNY 365 5th Ave, New York, NY  
Wednesday, November 12, 2008 8:30 AM — 12:00 PM**

### EVENT DESCRIPTION

Advertising, marketing, pr, and media are converging, involving the interlocking of computing and information technology companies, telecommunications networks, content providers, and agencies. Across the industry the lines between fields are blurred. Advertisers have become media providers. Consumers communicate to the masses via internet tools such as blogs and twitter. PR, advertising, marketing and media departments are working together on cross functional teams and are no longer individual silos. In a world where this sort of evolution is imminent, how does the industry keep up with the growing needs of the public and its business? This half day roundtables event will gather the best and brightest minds to explore how the communications industry is converging. We will have a unique interactive format that maximizes knowledge sharing, collaboration and high level networking around topics of mutual interest related to convergence. Attendees will participate in 4 separate forty minute moderated roundtable sessions throughout the breakfast. You will interact with 4 different groups of leaders and discuss 4 different topics related to convergence. Roundtables will be assigned on a first come first serve basis.

### SPEAKERS



**Moderators:**

**Dave Armon**  
President  
PR Newswire



**Kimberly Bayer**  
VP, Marketing, Alternate Investments Services, J.P. Morgan



**Dan Burstein**  
Managing Partner  
Millenium Technology Ventures



**David D. Burstein**  
Founder and Executive Director  
I'm 18 in 08



**Robin Carey**  
CEO and Cofounder  
Social Media Today, LLC



**Saswato Das**  
Directors, Global Media Relations,  
Global Communications, SAP AG



**Matt DeLoca**  
Vice President of Sales  
The FeedRoom



**Jeremy Dickstein**  
Director of Business Development  
Citi Smith Barney



**Andrew Fox**  
Senior Manager, Global  
Communications, AMD



**John Greenberg**  
President and Co-Founder  
Goodmind



**Todd Grossman**  
VP of Sales and Client Services  
Multivu



**Chris Johnson**  
Founder  
Dna13, Inc.



**Melissa Keklak**  
Public Relations Manager  
Casio America, Inc.



**Ray Kerins**  
VP, Worldwide Communications  
& Head of Global Media Relations,  
Pfizer, Inc.



**Russ Mann**  
CEO  
Covario, Inc.



**Kris Oser**  
Director of Strategic  
Communications, eMarketer



**Steve Rubel**  
Author, Micropersuasion Blog and  
SVP, Director of Insights, Edelman



**Lisa Witter**  
Board Member, ClimateCounts.org  
And COO, Fenton Communications

## AGENDA:

### Roundtable Topic Discussion Sessions

8:50 - 9:30 am	Roundtable Discussion Session 1
9:40 - 10:20 am	Roundtable Discussion Session 2
10:30 - 11:10 am	Roundtable Discussion Session 3
11:20 - 12:00 am	Roundtable Discussion Session 4

**Discussion 1: Customer Service KPIs Converging with Traditional Media Relations Metrics :** Co-Moderated by Dave Armon, President, PR Newswire and Ray Kerins, VP, Worldwide Communications & Head of Global Media Relations, Pfizer, Inc.

**Discussion 2: Integrated 360 Degree Communications On A Tight Budget:** Moderated by Kimberly Bayer, Vice President, Marketing, Alternative Investments Services, J.P. Morgan

**Discussion 3: Investing in New Media and Managing New Web Media, Marketing, and Content Initiatives in a Time of Financial Crisis:** Moderated by Dan Burstein, Managing Partner, Millennium Technology Ventures

**Discussion 4: Reaching The Youth With Integrated Programs:** Moderated by David D. Burstein, Founder and Executive Director, I'm 18 in 08

**Discussion 5: Social Media & Convergence:** Moderated by Robin Carey, CEO and Cofounder, Social Media Today LLC

**Discussion 6: Communications, Technology & The Economy** Moderated by Saswato Das, Director, Global Media Relations, Global Communications, SAP AG

**Discussion 7: Video Convergence** Moderated by Matt DeLoca, SVP, Sales and Marketing, The FeedRoom

**Discussion 8: Integrating Sales and Business Development With Communications:** Moderated by Jeremy Dickstein, Director of Business Development Communications, Citi Smith Barney

**Discussion 9: The Brand As A Media Company** Moderated by Andrew Fox, Senior Manager, Global Communications, AMD

**Discussion 10: Convergence: How PR Agencies Can Grab The Lead** Moderated by John Greenberg, President and Co-Founder, Goodmind

**Discussion 11: Broadcast PR & Convergence** Moderated by Todd Grossman, Vice President of Sales and Client Services, MultiVu

**Discussion 12: Beyond Measuring Media - A New Age in PR Accountability** Moderated by Chris Johnson, Founder, dna13 Inc.

**Discussion 13: Convergence Case Studies** Moderated by Melissa Keklak, Public Relations Manager, Casio America Inc.

**Discussion 14: Measurement, Monitoring & ROI for Integrated Programs** Moderated by Russ Mann, CEO, Covario, Inc.

**Discussion 15: Web Video: The Convergence Medium of Choice?** Moderated by Kris Oser, Director of Strategic Communications, eMarketer

**Discussion 16: Technology's Role in Convergence** Moderated by Steve Rubel, Author, Micropersuasion Blog & Senior Vice President, Director of Insights, Edelman

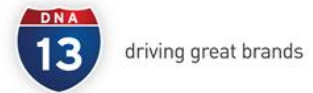
**Discussion 17: The She Spot** Moderated by Lisa Witter, Board Member, Climate Counts.org, and COO, Fenton Communications

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