

Advertising Industry Diversity Job Fair and Leadership Conference



Wednesday, November 8, 2006



NEW YORK UNIVERSITY
School of Continuing and Professional Studies

EVENT DESCRIPTION:

Diversity is a priority for corporate America. Many Fortune 1000 companies have robust diversity organizations with budgets to help them achieve the mission of recruiting and retaining minority leaders.

The first annual Advertising Industry Diversity Job Fair and Leadership Conference will provide a much needed solution to the problem. We will connect the best and brightest minority students and job seekers with leading agencies and employers. High profile speakers and recognized thought leaders will also discuss the topic of diversity as well as educate job seekers on what it is like to pursue a career in advertising.

CONFERENCE SPEAKERS:

	McGhee Williams , Co-CEO, Burrell Communications		Mark S. Robinson , Managing Partner, S/R Communications Alliance
	Tiffany Warren , Director, Multicultural Programs and Community Outreach, Arnold Worldwide		Moshe V. Simpson , Director, Client Services, BrownPartners, Inc.
	Steve Hall , Creator, Adrants		Lisa Skriloff , President, Multicultural Marketing Resources
	Larry Harris , EVP, Director of Integrated Marketing, Draft FCB		Lisa Bing , President, Bing Consulting Group, Inc.
	Renee Harris , Chair, Marketing and Public Relations Department & Academic Director, NYU SCPS		Ronald Campbell , President, Campbell - Communications, Inc.
	Jennifer Howard , Eastern Regional Manager, Automotive Google, Inc.		Alicia Evans , President, CEO Total Image Communications
	Madhu Pai , SVP, Management Director Saatchi & Saatchi		Carlos Fernandez , Art Director, Saatchi & Saatchi
	David J. Perez , CEO, Latin Force, LLC		

AGENDA:

9:30 - 9:45 AM	Opening Comments: Renee Harris, Senior Director, New York University, SCPS; Steve Hall, Creator of Adrants ; Steve Etzler, Founder, BDI
9:45 - 10:30 AM	Keynote Speaker— McGhee Williams, Co-CEO, Burrell Communications
10:30 - 11:30 AM	Panel Discussion: Pursuing a career in multicultural marketing. Moderator: Lisa Skriloff, President, Multicultural Marketing Resources, Inc. <ul style="list-style-type: none"> • Lisa Bing, President, Bing Consulting Group, Inc. • Ron Campbell, President, Campbell-Communications, Inc. • Alicia Evans, President/CEO, Total Image Communications • David Perez, CEO, Latin Force LLC • Moshe V. Simpson, Director, Client Services, BrownPartners
11:30 - 12:30 PM	Panel Discussion: What it's like to have a career in advertising; personal perspectives and lessons learned from the trenches. Moderator: Larry Harris, EVP, Director of Integrated Marketing, DraftFCB <ul style="list-style-type: none"> • Carlos Fernandez, Art Director, Deutsch • Jennifer Howard, Eastern Regional Manager, Automotive, Google • Madhu Pai, SVP, Saatchi & Saatchi • Mark S. Robinson, Managing Partner, S/R Communications Alliance • Tiffany R. Warren, Director, Multicultural Programs & Community Outreach, Arnold Worldwide
2:00 - 5:30 PM	Job Fair