

# Convergence 2007: The Future of Advertising, Communications, & Media



The Graduate Center/ CUNY 365 5th Ave, New York, NY 10016  
Monday, December 3rd, 2007 8:30 AM — 6:00 PM

## EVENT DESCRIPTION

This full day conference will gather the best and brightest minds to explore how the communications industry is converging. The internet's impact on advertising, pr, and media continue to create major changes in the way organizations and individuals interact. Businesses and consumers are embracing social media, web video, and environmentalism. Communications professionals are challenged more than ever to measure ROI on their initiatives while embracing new and sometimes immature cutting edge tactics. We will explore case studies and provide a platform for highly regarded thought leaders to share their successes, failures and lessons learned. We will also invite the best of breed product and solution providers to share their perspectives on the changing face of communications.

## SPEAKERS



**Bruce Ertman**  
Corporate Manager - Consumer Generated Media, Toyota Motor Sales, USA, Inc



**Geoff Cook**  
CEO,  
myYearbook.com



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



**Heather Oldani**  
Director, Communications,  
McDonald's USA, LLC.



**Robert Aitken**  
Broadcast Product Manager,  
AP Online Video



**John Ardis**  
Vice President, Corporate Strategy,  
ValueClick, Inc.



**Daryl Battaglia**  
Vice President,  
Nielsen Tracking Service



**Jack Berkowitz**  
Senior Vice President,  
ALM Media



**Karen Bloom**  
Principal,  
Bloom, Gross & Associates, Inc.



**Michael Clemente**  
Senior Executive Producer, ABC News  
Now and ABCNEWS.com



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



**Gus Warren**  
Vice President of Strategic Partnerships,  
Spot Runner, Inc.



**Sanem Erucar**  
Director, Strategic Planning,  
IAC



**Bart Feder**  
Chairman,  
The FeedRoom



**Rich Gagnon**  
Chief Media Officer,  
DraftFCB



**Adrienne Garland**  
Vice President Marketing,  
PR Newswire Association LLC



**Mindy Gikas**  
Managing Director, Human Resources,  
Ogilvy Public Relations Worldwide



**Scott Goodson**  
Co-Founder, CEO & Chief Creative  
Officer, StrawberryFrog



**Dan Greenfield**  
Media Consultant and Former VP,  
Corporate Communications, EarthLink



**James Gregory**  
CEO,  
Corebrand



**Jerry Griffin**  
Senior Account Supervisor,  
Edelman



**Monica Hand**, Manager, NY Metro Area,  
Public Affairs & Communications, United  
States Postal Service



**Dena Helf**  
Executive Producer, Video,  
Vault.com Inc.



**Alyssa Waxenberg**, Senior Director,  
Interactive Marketing, Westin Hotels &  
Resorts and ELEMENT Hotels



**Peter Himler**  
Flatiron Communications & President,  
PR Club of NY



**Meg Kinney**  
Executive Vice President, Strategic  
Planning, Integer/TBWA



**Jessica Luterman**  
Managing Director,  
DeSilva and Phillips



**Claudia Malley**  
VP & US Publisher,  
National Geographic Magazine



**Russell Meyer**  
Chief Strategy Officer, San Francisco,  
Landor



**Dori Molitor**  
CEO,  
Womanwise



**Christine Nevin**  
Director, Business & Media Relations,  
ConEdison Solutions



**Stacey Prenner**  
Talent Management Director, DDB



**Steven Schwarz**  
Chief Operating Officer,  
The NewsMarket



**Doug Simon**  
President and CEO,  
D S Simon Productions Inc.



**Hank Stewart**  
VP, Strategic Messaging,  
Green Team

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## AGENDA:

8:30 - 9:00 am	<b>Registration &amp; Breakfast Networking in the Exhibit Hall</b>
9:00 - 9:30 am	<p><b>Case Study: Harnessing the Power of User Generated Media at Toyota Motor Company; Bruce Ertmann, Corporate Manager, Consumer Generated Media, Toyota Motor Sales, U.S.A. Inc.</b></p> <p><i>As a global leader, Toyota is on the forefront of innovative ways to support its brand and deepen relationships with consumers and dealers. Bruce Ertmann will share his case studies and lessons learned about how one of the largest automobile manufacturers in the world embraces consumer generated media as an important part of its overall branding and communications strategy.</i></p>
9:30 - 10:00 pm	<p><b>Case Study: Results through Convergence: McDonald's Use of New Communication Vehicles to Engage Consumers; Heather Oldani, Director of Communications, McDonald's</b></p> <p><i>As an industry leader, McDonald's continues to seek new ways to reach consumers in order to meaningfully engage them with the brand and to drive awareness and trial for new products and promotions. With the media landscape continually changing, as well as consumers' preferred channels for receiving information, the Communications Team at McDonald's USA has gone beyond traditional media relations to new communication vehicles to help launch new products and to help build brand trust, often times in close collaboration with marketing. The case study presentation will focus on the results delivered from this close collaboration combined with the use of vehicles for two product launches and the company's efforts to reach Moms with brand trust messaging.</i></p>
10:00 - 10:15am	<b>Break &amp; Networking in Exhibit Hall</b>
10:15 - 11:15am	<p><b>Industry Panel - The Future of Communications</b></p> <p><i>Industry thought leaders from Strawberry Frog, Spot Runner and Starwood Hotels will discuss how things will be different in the future. Social networks as an advertising platform - Is it a consumer's friend or foe from privacy and targeting perspectives?</i></p> <p><b>Moderator:</b> Steve Etzler, Founder and CEO, Business Development Institute</p> <ul style="list-style-type: none"> <li>• Sanem Erucar, Director, Strategic Planning, IAC</li> <li>• Scott Goodson, Co-Founder, CEO, &amp; Chief Creative Officer, Strawberry Frog</li> <li>• Gus Warren, Vice President of Strategic Partnerships, Spot Runner, Inc.</li> <li>• Alyssa Waxenberg, Senior Director Marketing, Starwood Hotels</li> </ul>
11:15 - 11:45am	<p><b>Case Study: Casio's Partnership with YouTube To Launch The "YouTube Camera" - Melissa Keklak, PR Director, Casio</b></p> <p><i>Casio courts youth with new 'YouTube camera' - Casio has teamed up with YouTube to help establish itself as an innovative company among younger consumers by equipping some of its newest digital cameras with a YouTube Capture mode. The electronics company secured an exclusive agreement with YouTube to provide software on four of its cameras. "We've always been a youthful-type, trendy company," Melissa Keklak, PR director, Casio told PR Week. However, some of Casio's innovations have been overlooked in the competitive digital camera market, she explained. But with this effort, Casio's PR goal is to be known as "the YouTube camera" and the first in the market to offer this technology, Keklak added. Outreach efforts include promoting the agreement to print, broadcast, online, and new-media outlets. The second phase of the campaign involves giving cameras to editors to review the YouTube mode. Later this year, Casio will launch a contest to raise awareness about the YouTube-enabled cameras.</i></p>
11:45 - 12:15am	<p><b>Case Study: Social Networking Meets Madison Avenue - Future Opportunities &amp; Lessons Learned from myYearBook.com, the fastest growing social networking site on the internet; Geoff Cook, CEO, myYearBook.com</b></p> <p><a href="http://www.myYearbook.com">www.myYearbook.com</a> is the fastest growing social network on the Internet for 13 to 21 year olds and the only one started by 2 high school students. They recently announced that the site logged a phenomenal 70 percent increase in traffic over the course of just one month from 2.8 million unique visitors to an astounding 4.6 million. Geoff Cook will share the inside scoop on how to create and execute successful marketing partnerships between online social networks and brands. He will focus on how to best work with social networking sites from both pr and advertising perspectives.</p>

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## AGENDA:

12:15 - 1:30 pm

Lunch & Networking in the Exhibit Hall

Lunch will be followed by 3 rounds of alternating Breakout Sessions, Topics A, B, and C. See Below.

### Breakout A: Measurement & ROI

Moderator: James Gregory, CEO, Corebrand

- John Ardis, Vice President, Corporate Strategy, ValueClick, Inc.
- Daryl Battaglia, Vice President, Nielsen Tracking Service
- Paul Dunay, Director Marketing, BearingPoint & Author, Buzz Marketing for Technology

*This panel will cover the issue of measurement from three perspectives – client side, media side, consulting side. Topics to be discussed include:*

*What are the most important audiences for you to measure and why?*

*How many different audiences can you effectively measure? How do you determine which are the most important audiences?*

*How do you know you are doing enough to reach these audiences?*

*How do you determine if your message is effective? How do you determine if you are spending appropriately? Do you have the ability to adjust messages and spending?*

*What kind of metrics do you use to identify the ROI?*

*Do you use a discounted cash-flow model? Is your CFO involved in helping to build the model? Does the CFO buy into your system?*

*If you have a reportable ROI what do you do with it?*

*To whom do you report your ROI? How does it tie into accounting? Is the brand seen as an intangible asset? Are the results shared throughout the company?*

*Do you tie your budgets to ROI?*

*Do you set budget goals based on ROI? Do you project potential ROI in the future?*

### Breakout B: Web Video - The Corporate Communications & Advertising Opportunity

Moderator: Bart Feder, Chairman, The FeedRoom

- Robert Aitken, Broadcast Product Manager, AP Online Video
- Michael Clemente, Senior Executive Producer, ABC News Now and ABCNEWS.com
- Jerry Griffin, Senior Account Supervisor, Edelman
- Dena Helf, Executive Producer, Video, Vault.com Inc.
- Doug Simon, President and CEO, D S Simon Productions Inc.

*This panel will discuss how leading organizations are using web video from both advertising and communications perspectives. It will discuss case studies from major media companies and brands on how they successfully embrace web video to achieve their marketing and communications goals.*

### Breakout C: Green Communications and Corporate Social Responsibility

Moderator: Hank Stewart, VP, Strategic Messaging, Green Team

- Claudia Malley, VP & US Publisher, National Geographic Magazine
- Dori Molitor, CEO, Womanwise
- Christine Nevin, Director, Business & Media Relations, ConEdison Solutions
- Steven Schwarz, Chief Operating Officer, The NewsMarket

*This panel will review how organizations are embracing the green movement. We will also explore broader CSR strategies. The panel will answer questions such as, "How does my company go green authentically without being perceived as jumping on the bandwagon?" and "How does green fit into an overall CSR plan?"*

5:00 - 6:00 pm

Networking Reception in the Exhibit Hall

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