

PR Leadership Forum

December 5, 2006 ● Microsoft Executive Customer Briefing Center

EVENT DESCRIPTION:

In October, PR Newswire & BDI produced “Communications 2.0 – Future of PR” at the Microsoft Briefing center in New York City. As a follow up to the October 11th conference, we are pleased to announce the creation of the Communications 2.0 – Future of PR Leadership Forum. The purpose of the breakfast forum is to have an intimate event where leaders have an opportunity to network with each other while discussing the latest trends & opportunities within the communications industry. Topics such as authentic/social media, web video, blogs, internet brand tracking, & participating in online conversations will be covered in moderated round-table discussions of 8 people. To maximize the value of your networking experience every participant will have the opportunity to select 3 separate round-table discussions with 3 different groups of professionals throughout the 2 hour breakfast. Additionally we will have a key note speaker to kick off the event.

FORUM SPEAKERS

Constantin Basturea

Director, New Media Strategies
Converseon

David Clark

Managing Director
The Jordon, Edmiston Group, Inc.

Jason Dinwoodie

Director of Marketing & Communications
Dewey Ballentine LLP

Bart Feder

President and CEO
The FeedRoom

John Greenberg

Senior Vice President and Co-founder
Goodmind

Amy Jansen

The SutherlandGold Group

Ron Torossian

President and CEO
5W Public Relations

SPONSOR:



ORGANIZER:



AGENDA:

8:30—8:35 AM

Introductory Remarks

8:35—9:05 AM

Keynote Presentation:

Ronn Torossian, President and CEO, 5W Public Relations

9:05—9:35 AM

Individual Round Table Discussion #1 Moderated by Key Thought Leaders

9:35—10:05AM

Individual Round Table Discussion #2 Moderated by Key Thought Leaders

10:05—10:30 AM

Individual Round Table Discussion #3 Moderated by Key Thought Leaders

Discussion Topics:

You got the “markets are conversations” memo, but where do you go from there?

Moderator: Constantin Basturea, Director, New Media Strategies, Converseon

Discussion Topic: The future of M/A and investment opportunities in the communications industry

Moderator: David Clark, Managing Director, The Jordan, Edmiston Group, Inc.

Discussion Topic: The challenges for service-based industries in the world of communications 2.0

Moderator: Jason Dinwoodie, Director of Marketing and Communications, Dewey Ballentine LLP

Discussion Topic: On-line Video - A Catalyst for Creating Corporate Community and Conversation.

Moderator: Bart Feder, President and CEO, The FeedRoom

Discussion Topic: Measurement and Management

Moderator: John Greenberg, Senior Vice President and Co-Founder, Goodmind

Discussion Topic: It's not the tools, it's the message. Managing a growing universe of influencers in a scattered and personalized media environment.

Moderator: Amy Janzen, The SutherlandGoldGroup