

2nd Annual New York Advertising Industry Diversity Job Fair and Leadership Conference



Wednesday, February 27, 2008

EVENT DESCRIPTION:

Adrants, New York University, and Business Development Institute have once again joined forces to produce the 2nd Annual Advertising Industry Diversity Job Fair and Leadership Conference. This national event will take place in NYC on Wednesday, February 27, 2008. We are looking to recruit the best and brightest minority undergraduate / graduate students and experienced job seekers to attend and meet with leading advertising agencies and marketing firms that will be exhibiting and sponsoring.

This event will be a full day program with a morning leadership conference, which will offer an opportunity for our attending job candidates to come face-to-face with today's notable thought leaders working in the advertising and marketing industries.

The afternoon will be dedicated to hosting the Job Fair where candidates can meet with recruiting companies from leading advertising agencies.

CONFERENCE SPEAKERS:



Carol H. Williams, President, CEO & Chief Creative Officer, Carol H. Williams Advertising



Renee Harris, Chair, Marketing and Public Relations Department & Academic Director, NYU SCPS



Steve Hall, Creator, Adrants



Tiffany Warren, VP, Multicultural Programs and Community Outreach, Arnold Worldwide



Gay Gaddis, President and CEO, T3 (The Think Tank)



Carol Watson, Tangerine-Watson



Catherine Salazar, Canada Services Manager, Microsoft



Patricio Ramal, Regional Strategic Planning Director, Saatchi & Saatchi NY



Steve Etzler, Founder, Business Development Institute

AGENDA:

9:00—9:30 AM	Registration, Coffee & Continental Breakfast
9:30—9:45 AM	Opening Comments: Renee Harris, Chair, Marketing and Public Relations Department and Academic Director, NYU School of Continuing and Professional Studies, Division of Program in Business; Steve Hall, Creator of Adrants ; Steve Etzler, Founder, Business Development Institute
9:45—10:45 AM	Keynote Speaker —Carol H. Williams, President, CEO, and Chief Creative Officer, Carol H. Williams Advertising.
11:00—12:30 PM	Panel Discussion: You're in the Industry. Now what? Moderator: Carol Watson, President, Tangerine-Watson Gay Gaddis, President and CEO, T3 (The Think Tank) Patricio Ramal, Regional Strategic Planning Director, Saatchi & Saatchi NY Catherine Salazar, Microsoft Tiffany R. Warren, Vice President, Multicultural Programs and Community Outreach, Arnold Worldwide
2:00—5:00 PM	Job Fair

