

Advertising and Marketing Industry Diversity Job Fair and Leadership Conference



Tuesday, March 13, 2007



ACADEMY of ART UNIVERSITY
FOUNDED IN SAN FRANCISCO 1929

EVENT DESCRIPTION:

On November 8, 2006 Business Development Institute (BDI), New York University, and Adrants produced the first ever Advertising Industry Diversity Job Fair and Leadership Conference in New York City. Over 500 job candidates from minority backgrounds attended. 35 leading agencies and corporate marketers exhibited and recruited at the event. Feedback from all was extremely positive.

We are pleased to announce the same program in San Francisco for 2007.

This unique program will:

- Connect top advertising agencies and marketing organizations with the best and brightest minority undergraduate students, graduate students, and experienced job seekers in the bay area and beyond.
- Educate students and experienced job seekers on what it is like to work in the advertising and marketing industries.

CONFERENCE SPEAKERS:



Conference Chair:
Melinda Mettler
Director, School of Advertising
Academy of Art University



Keynote Speaker:
Larry Harris, EVP Director of
Integrated Marketing
Draft FCB



Larissa Acosta
General Manager,
Dieste Harmel & Partners



Steve Etzler
Founder,
Business Development Insti-
tute



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



Lynn Ingham
President, Bay Area Interactive
Group and Director, Sales/West
Community connect, Inc.



Angela Natividad
Co-Editor
Adrants



Rodney Withers
VP/Director, Interaction Design,
Creative, Modem Media

AGENDA:

8:00—9:00 AM	Registration, Coffee & Continental Breakfast
8:45—9:00 AM	Opening Comments: <ul style="list-style-type: none"> • Lynn Ingham, President, Bay Area Interactive Group • Steve Etzler, Founder, Business Development Institute • Melinda Mettler, Director, School of Advertising, Academy of Art University
9:00—9:45 AM	Keynote Speaker — Larry Harris, EVP, Director of Integrated Marketing, Draft FCB
10:00—11:00 AM	Panel Discussion: What it's like to work in the advertising and marketing industries. <ul style="list-style-type: none"> • Moderator: Angela Natividad, Co-Editor, Adrants • Larissa Acosta, General Manager, Dieste Harmel & Partners • Gay Gaddis, President and CEO, T3 (The Think Tank) • Rodney Withers, VP/Director, Interactive Design, Creative, Modem Media
11:00—11:15 AM	Panel Discussion Q & A
1:30—5:00 PM	Job Fair

