

# Authentic Communications— Examining Social Media & The Online Conversation

Tuesday, April 24, 2007



Microsoft Executive Customer Briefing Center  
1290 Avenue of Americas, New York, NY 10104  
Tuesday, April 24, 2007 1:30 PM — 6:00 PM

## EVENT DESCRIPTION

The internet is radically transforming business communications and branding. Leading organizations are embracing their market by creating and participating in relevant online conversations. Everyone is on a quest to be perceived as authentic both through their communications and advertising efforts. This conference will bring together the best and brightest minds in the industry to showcase and explore successes, failures and discuss how the industry can make sense of and take advantage of the rapidly changing environment facing the industry.

## SPEAKERS



**KEYNOTE SPEAKER:**

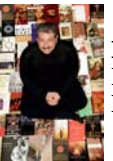
**Chris Kelly**  
Chief Privacy Officer and Vice President,  
Facebook



**Larry Harris**  
EVP, Director of Integrated Marketing,  
DraftFCB



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



**Dan Burstein**  
Founder and Managing Partner,  
Millennium Technology Ventures, L.P.



**Ryan Donovan**  
Director, Corporate Media Relations,  
Hewlett-Packard Company



**Paul Dunay**  
Director of Global Field Marketing,  
BearingPoint



**Bart Feder**  
President & CEO,  
The FeedRoom



**Rob Key**  
CEO,  
Converseon



**Brian Marriott**  
National Director of Publicity, Office of  
Media Relations, AARP



**Jim Nail**  
Chief Strategy & Marketing Officer,  
TNS Media Intelligence/Cymfony



**Barry Reichert**  
Senior Vice President/Digital Marketing,  
Porter Novelli



**Mica Scalin**  
Social Media Consultant



**Benjamin Sun**  
President and CEO,  
Community Connect, Inc.



**Carol Wallace**  
Director, External Communications,  
Pitney Bowes, Inc.

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## AGENDA:

1:45 - 2:00 pm

### Registration

2:00 - 2:05 pm

### Opening Comments

- Steve Etzler, CEO & Founder, Business Development Institute
- Adrienne Garland, Vice President Marketing, PR Newswire

2:05 - 3:00 pm

### Keynote Speakers:

- Chris Kelly, Chief Privacy Officer and Vice President, Facebook
- Larry Harris, EVP Integrated Marketing, DraftFCB

3:00 - 4:00 pm

**Panel Discussion:** Social media's impact on corporate communications and branding

**Moderator:** Barry Reicherter, Senior Vice President/Digital Marketing, Porter Novelli

- Ryan Donovan, Director, Corporate Media Relations, Hewlett Packard Company
- Brian Marriott, National Director of Publicity, Office of Media Relations, AARP
- Rob Key, CEO, Converseon
- Benjamin Sun, President and CEO, Community Connect Inc.
- Carol Wallace, Director, External Communications, Pitney Bowes

4:00 - 5:00 pm

**Panel Discussion:** Understanding and participating in the online conversation

**Moderator:** Bart Feder, President and CEO, The FeedRoom

- Dan Burstein, Founder and Managing Partner, Millennium Technology Ventures
- Paul Dunay, Director of Global Field Marketing, BearingPoint
- Jim Nail, Chief Strategy & Marketing Officer, TNS Media Intelligence/Cymfony
- Mica Scalin, Social Media Consultant

5:00 - 6:00 pm

### Networking Reception

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