

AUTHENTIC COMMUNICATIONS 2008

Beyond Web 2.0, What's Next?



The Graduate Center/ CUNY 365 5th Ave, New York, NY
Tuesday, May 13, 2008 1:30 PM — 6:00 PM

EVENT DESCRIPTION

The internet continues to radically transform business communications and branding. Leading organizations are embracing their market by creating and participating in relevant online conversations. Customer's voices are broadcasted through consumer generated media. Everyone is on a quest to be perceived as authentic through both 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 Speakers:
Paula Berg
Public Relations Manager
Southwest Airlines



David D. Burstein
Founder & Executive
Director, I'm 18 in 08



Sara Holoubek
Free Agent Consultant &
SEMPO Board of Directors



Kristin Osolind
Founding CEO
RE:INVENTION Marketing



Anne Bologna
Founding Partner and
President, Toy, New York



Brian Cohen
Principal
Know Ventures, Inc.



Bruce Kasanoff
Co-Founder
Multiverse Labs



David Rose
Managing Principal
Rose Tech Ventures



Lynn Brown
VP Corporate
Communications,
Waste Management, Inc.



Matt DeLoca
Vice President of Sales
The FeedRoom



Jessica Luterman Naeve
Managing Director
DeSilva + Phillips, LLC



Steve Rubel
Author, Micropersuasion Blog
& SVP, Director of Insights,
Edelman Digital



Brian Payea
Trade Relations
Trip Advisor



Katie Donovan
Business Development
Manager, SEMPO Institute



Darren Marshall
Senior Vice President,
Research, rEvolution



Steve Seeman
Vice President of HR
Makovsky + Company



Angelique Shelton
General Manager
Wikia, Inc. Wikia.com



Mindy Finn
Former Director of
eStrategy, Romney
Campaign



Susan McPherson
Vice President
PR Newswire



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



Julie Barko Germany
Director, GWU's Institute for
Politics, Democracy & the
Internet



Bill Fitter
CEO
Pheedo



David E. Miller
SPHR, U.S. and Talent
Acquisition Manger
Hill & Knowlton



Sara Skerik
VP, Distribution Services
PR Newswire



Tejpaal Bhatia
CEO
MediaMerx



Guy Forestier-Walker
SVP, Director
Strategic Planning, MPG



Mike Monello
Director
Campfire



David Weiner
Emerging Media Specialist
PR Newswire



David Binkowski
SVP, Word-of-Mouth
Marketing, MS & L



John Helleman
Partner, Co-Founder
Helleman Baretz
Communications, LLC



Allison Murphy
Media Monitoring and
Measurement Specialist
PR Newswire



Matt Wolfrom
Executive Vice President
Cohn & Wolfe



Dan Burstein
Managing Partner, Millen-
nium Technology Ventures



David Herrick
General Manager
Kaplow



Jodi Ordioni
President
BRANDEMIX



Paull Young
Social Media Strategist,
Converseon

AGENDA:

9:00 - 9:15 am	<p>Welcome Remarks Steve Etzler, Founder and CEO, Business Development Institute Susan McPherson, Vice President, PR Newswire</p>
9:15 - 9:45 am	<p>Case Study: How Consumers and Marketers are Using Wikis to Connect Angelique Shelton, General Manager, Wikia Inc., Wikia.com</p>
9:45- 10:15 am	<p>Case Study: Waste Management: Think Green = Profit Through Sustainability Lynn Brown, Vice President Corporate Communications, Waste Management</p>
10:30-11:00 am	<p>Case Study: TripAdvisor - Role Model of Authenticity Brian Payea, Trade Relations, TripAdvisor</p>
11:00-11:30 am	<p>Case Study: OfficeMax's "ElfYourself" Digital Campaign Breaks All The Record Books - Anne Bologna, Founding Partner and President, Toy, New York</p>
11:30-12:00 pm	<p>Case Study: Lessons Learned From Southwest Airlines' Social Media Projects Paula Berg, Public Relations Manager, Southwest Airlines</p>
1:30 - 2:15 pm	<p>Breakout Session 1: Measurement and ROI Moderator: Paull Young, Social Media Strategist, Converseon</p> <ul style="list-style-type: none"> Allison Murphy, Media Monitoring & Measurement Specialist, PR Newswire Kirsten Osolind, Founding CEO, RE:INVENTION Marketing & PR Steve Rubel, Author, Micropersuasion Blog & Senior Vice President, Director of Insights, Edelman Digital <p>Breakout Session 2: Web Video's Key Role in Authentic Communications Moderator: Doug Simon, President and CEO, D S Simon Productions Inc.</p> <ul style="list-style-type: none"> Tejpaul Bhatia, CEO, MediaMerx Matt DeLoca, Vice President of Sales, The FeedRoom Jessica Lutterman Naeve, Managing Director, Desilva + Phillips, LLC <p>Breakout Session 3: Word of mouth's role in authentic communications Moderator: David Binkowski, SVP, Word of Mouth Marketing, MS&L</p> <ul style="list-style-type: none"> Mindy Finn, Former Director of eStrategy, Romney Campaign Jody Ordioni, President, BRANDEMIX
3:00 - 3:50 pm	<p>Breakout Session 4: Convergence - Leveraging data from other communications disciplines form more effective integrated programs Moderator: Mike Monello, Director, Campfire</p> <ul style="list-style-type: none"> Bruce Kasanoff, Co-Founder, Multiverse Labs Darren Marshall, Senior Vice President, Research, rEvolution <p>Breakout Session 5: How to get budget for authentic communications and social media investments Moderator: David Herrick, General Manager, Kaplow</p> <ul style="list-style-type: none"> Bill Flitter, CEO, Pheedo John Hellerman, Partner, Co-Founder, Hellerman Baretz Communications LLC Steve Rubel, Author, Micropersuasion Blog & Senior Vice President, Director of Insights, Edelman Digital
4:00 - 4:50 pm	<p>Breakout Session 6: Connecting with different generations (Millennials, Gen X, etc.) Moderator: Julie Barko Germany, Director, GWU's Institute for Politics, Democracy & The Internet</p> <ul style="list-style-type: none"> David D. Burstein, Director and Producer, I'm 18 in 08 Guy Forestier-Walker, SVP Director, Strategic Planning, MPG Matt Wolfrom, Executive Vice President, Cohn & Wolfe <p>Breakout Session 7: Future trends and technologies in communications Moderator: David Rose, Managing Principal, Rose Tech Ventures</p> <ul style="list-style-type: none"> Dan Burstein, Managing Partner, Millennium Technology Ventures Brian Cohen, Principal, Know Ventures, Inc. David Weiner, Emerging Media Specialist, PR Newswire <p>Breakout Session 8: Authentic Communications Careers Moderator: Katie Donovan, Business Development Manager, SEMPO Institute</p> <ul style="list-style-type: none"> Sara Holoubek, Free Agent Consultant, & SEMPO Board of Directors, SEMPO Institute David Miller, SPHR, U.S. HR and Talent Acquisition Manager, Hill & Knowlton Steve Seeman, Vice President, Makovsky + Company

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