

Web Video Leadership Forum Breakfast

May 1, 2007 ● The American Folk Art Museum

EVENT DESCRIPTION:

Business Development Institute, The FeedRoom and Limelight Networks have collaborated to produce an intimate invitation-only breakfast of senior marketing, communications and media leaders who are actually shaping the future of web video. We will explore the growing trend of web video and examine the opportunities and challenges associated with using web video to achieve communications, media and marketing objectives. We will discuss the booming trend of web video advertising as well as leveraging internet based video to achieve corporate communications goals.

SPONSORS:



FORUM SPEAKERS



Bart Feder
CEO
The FeedRoom



Nick Rockwell
CTO
MTV Networks



Helen Galasso
VP, Interactive Marketing and Development,
Coldwell Banker



Chris Sullivan
Vice President, Managing Director
CMP's ChannelWEB Network



Michael Gordon
Co-founder and Chief Strategy Officer,
Limelight Networks

AGENDA:

8:30—9:00 AM

Breakfast and Networking

9:00—9:15 AM

Opening Remarks

- Bart Feder, CEO, The FeedRoom
- Michael Gordon, Co-founder and Chief Strategy Officer, Limelight Networks
- Steve Etzler, Founder and CEO, Business Development Institute

9:15—10:30 AM

Panel Discussion and Q&A

- Helen Galasso, VP, Interactive Marketing and Development, Coldwell Banker
 - Nick Rockwell, CTO, MTV Networks
 - Chris Sullivan, Vice President, Managing Director, CMP's ChannelWEB Network
- Topics to be discussed:

- Understanding and capitalizing on the web video advertising opportunity
- Using web video for corporate communications/branding
- Future trends in web video

10:30—11:30AM

Optional Guided Tour of the Museum