

NEW FRONTIERS IN ONLINE ADVERTISING

A MARKETER'S FORUM ON BEHAVIORAL TARGETING

May 12, 2005 • Providence

EVENT DESCRIPTION

The online advertising industry has gone through a dramatic transformation over the last five years as ubiquitous broadband and widespread consumer acceptance has helped committed online marketers finally realize the promise of the World Wide Web. According to a Merrill Lynch report, advertising spending has increased over 53% from 2002 to 2004 to \$8.7 billion.

A key catalyst to the maturation of online advertising is the emergence of behavioral targeting tools which allow advertisers to achieve near-perfect audience segmentation by tracking and analyzing an individual's behavior online and marketing to that person based on his or her behavioral pattern.

"New Frontiers in Online Advertising" will bring together advertising executives, online publishers and leading online technology and service providers to discuss the latest trends, share best practices and debate the future of the industry.

ADVISORS AND SPEAKERS

Matt Freeman, Chief Executive Officer, Tribal DDB Worldwide
Andrea Ching, Partner, Group Planning Director, MOne
Aaron Cohen, CEO, Bolt
David Cohen, SVP, Universal McCann
Adam Gerber, SVP, Group Director Strategy & Innovation, MediaVest
Nick Johnson, SVP and General Manager of Account Strategy, Revenue Science
Shauna Monkman, VP, Global Ad Sales, FT.com
Tom O'Regan, VP, National Ad Sales, The Street.com
Alan Schanzer, Managing Partner, The Digital Edge
Gary Stein, Senior Analyst, Advertising, JupiterMedia
Joe Zahtila, VP of Sales, Dynamic Logic

AGENDA

- 2:30 - 3:00 PM** Registration
3:00 - 3:30 PM Keynote Presentation
- Matt Freeman, CEO, Tribal DDB Worldwide
- 3:30 - 3:50 PM** Industry Overview - Revenue Science
3:50 - 4:20 PM Behavioral Targeting Case: Behavioral Targeting increases impact of NTT DoCoMo campaign by 193%
- Shauna Monkman, Vice President of Global Online Advertising Sales, Financial Times Ltd
- 4:20 - 5:05 PM** Panel Discussion One: Carpe Emptor (Seize the Buyer)
Moderator: Gary Stein, Senior Analyst, Advertising, JupiterMedia
- Tom O'Regan, VP National Ad Sales, TheStreet.com
 - Nick Johnson, SVP, Revenue Science
 - Andrea Ching, Partner, Group Planning Director, MOne
 - Shauna Monkman, Vice President of Global Online Advertising Sales, Financial Times Ltd
 - Mohan Renganathan, Associate Media Director, MediaVest Worldwide
- 5:05 - 5:50 PM** Panel Discussion Two: Targetus Futurius (The Future of Targeting)
Moderator: Gary Stein, Senior Analyst, Advertising, JupiterMedia
- Aaron Cohen, CEO, Bolt.com
 - Joe Zahtila, VP of Sales, DynamicLogic
 - Bill Grossman, CEO, Revenue Science
 - David Cohen, SVP, Universal McCann
- 6:00 - 8:00 PM** Networking and Cocktail Reception

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