



Web Video Goes Mainstream - Is Your Brand Ready?

June 15, 2006

Microsoft Executive Customer Briefing Center
1290 Avenue of Americas, New York, NY 10104

June 15, 2006 1:45 - 6:15 PM

EVENT DESCRIPTION

At a time where broadband (high speed) internet connections are now the norm for most consumers and businesses, it is only a matter of time before high quality video content was available over the Internet. Major media companies are jostling for position to take advantage of this new delivery mechanism and major advertising agencies are working over-time figuring out the best way to create ads and interactive campaigns for this new form of media.

Business Development Institute (BDI) and BrandTrainers believe the future is now. As a result, they have joined forces to produce, "Web Video Goes Mainstream: Is Your Brand Ready?", the first ever conference in New York City specifically created to explore the opportunities and intricacies that this new technology offers.

The objective of this conference will be to meet the information needs of the marketing and branding executive. To further investigate the implications of the web video trend on branding and advertising, we will gather brand leaders, managers, media professionals and advertising agency executives to discuss how corporations can take advantage of this new technology.

SPEAKERS



Featured Speakers:
Kevin Conroy
Executive Vice President,
AOL



Dan Burstein
Managing Partner, Mil-
lennium Technology
Ventures, LP



Micael Gordon
Co-Founder and Chief
Strategy Officer Lime-
light Network



Linda Perry-Lube
eBusiness Director,
Ford Motor Company



Ron Isana
Anchor,
CNBC's Street Signs



Michael Clemente
Executive Producer,
ABC News Now



John Greenberg
SVP and Co-Founder
Goodmind



Geoff Ramsey
Co-Founder and CEO,
eMarketer



Larry Kramer
President,
CBS Digital Media



Don Diforio
SVP, Advertising
Research Foundation



Todd Herman
Director, Advertising
Business Strategy,
MSN Video/TV/Radio



Nick Rockwell
CTO,
MTV Networks



Scott Meyer
CEO,
About.com



Bart Feder
President & CEO,
The FeedRoom



Sarah Kim
VP Media,
Razorfish/Avenue A



Steve Rubel
Senior Vice President,
Edelman



Conference Chair:
Michelle Horowitz
Vice President,
PR Newswire



Lou Ferrera
Online Content Editor,
Associated Press



Mark Lieberman
Managing Director,
Hudson Abel Partners



Jerry Spiegel
Partner,
Frankfurt Kurnit Klein



Tim Bahr
President,
MultiVu



Chrystia Freeland
US Managing Editor
Financial Times



Sean Morgan
CEO,
Critical Mention



David Vinjamuri
President,
ThirdWay, Inc.



John H. Bell
EVP/Creative Director,
Ogilvy Public Relations



Helen Galasso
VP of Communications,
Coldwell Bank



Tim Napoleon
Product Line Director
Akamai Technologies



Rishi Malhotra
Director,
HBO On Demand



Tejpaal Bhatia
Founder,
Tej Media Networks, Inc.



Tolman Geffs
Managing Director,
The Jordan,
Edmiston Group



Shoba Purushothman
CEO,
The NewsMarket



Daniel Blackman
Strategic Partner
Development, Google, Inc.



Adam Gerber
VP Ad Products & Strat-
egy, Brightove



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AGENDA:

9:00 - 9:15 am	Opening Comments <ul style="list-style-type: none"> Michelle Horowitz, Conference Chair, VP Strategic Business Development, PR Newswire Steve Etzler, Founder, Business Development Institute David Vinjamuri, President, ThirdWay Brand Trainers
9:15 - 9:45 am	Morning Keynote Speaker <ul style="list-style-type: none"> Ron Insana, CNBC
9:45 - 10:30 am	Panel Discussion: The Future of Content Distribution Moderator: Ron Insana, CNBC <ul style="list-style-type: none"> Daniel Blackman, Strategic Partner Development, Google Video Kevin Conroy, Executive Vice President, AOL Adam Gerber, VP Ad Products & Stategy, Brightcove Todd Herman, Director, Advertising & Business Strategy, MSN Larry Kramer, President, CBS Digital Media Scott Meyer, CEO, About.com
10:30-11:00am	Research Presentation: Math and Emotion: Video's Next Battle for Acceptance Todd Herman, Director, Advertising & Business Strategy, MSN
11:00-12:00pm	Panel Discussion: Voice of the Brands Moderator: Steve Hall, Founder, Adrants <ul style="list-style-type: none"> Don Diforio, SVP of Research, Advertising Research Foundation Helen Galasso, VP Interactive Marketing, Coldwell Banker John Greenberg, Senior Vice President and Co-Founder, Goodmind Linda Perry-Lube, eBusiness Director, Ford Motor Company Shoba Purushothaman, CEO, The News Market
12:00-12:30pm	Presentation: ClipSyndicate <ul style="list-style-type: none"> Sean Morgan, CEO, ClipSyndicate
12:30 - 1:15 pm	Lunch and Networking in Exhibit Hall
1:15 - 1:45 pm	Afternoon Keynote Speaker <ul style="list-style-type: none"> Chrystia Freeland, US Managing Editor, Financial Times
1:45 - 2:30 pm	Panel Discussion: Web Video Enablers: Technology and Agencies Moderator: Geoff Ramsey, Co-founder and CEO, eMarketer <ul style="list-style-type: none"> Tim Bahr, President, MultiVu John Bell, EVP, Creative Director, Ogilvy Public Relations Bart Feder, President, The FeedRoom Michael Gordon, Co-founder and CSO, Limelight Networks Sarah Kim, VP Media, Razorfish/Avenue A Steve Rubel, Senior VP, Edelman
2:30 - 3:15 pm	Panel Discussion: The Voice of the Content Producers Moderator: Tejpaal Bhatia, Founder, Tej Media Networks, Inc. <ul style="list-style-type: none"> Michael Clemente, Executive Producer, ABC News Now Lou Ferrara, Online Content Editor, Associated Press Rishi Malhotra, Director, HBO On Demand Tim Napoleon, Product Line Director, Akamai Technologies Nick Rockwell, CTO, MTV Networks
3:15 - 4:00 pm	Panel Discussion: Investment Opportunities In Web Video Moderator: Jerry Spiegel, Partner, Frankfurt Kurnit Klein & Selz <ul style="list-style-type: none"> Dan Burstein, Millennium Venture Partners Mark Leiberan, Managing Director, Hudson Abel Tolman Geffs, Managing Director, The Jordon, Edmiston Group, Inc.
4:00 - 5:00 pm	Networking Reception

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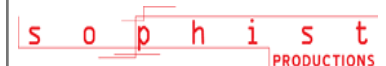
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