

# Web Video Leadership Forum Breakfast

June 18, 2008 ● The American Folk Art Museum

## EVENT DESCRIPTION:

The Forum is an invitation only group of senior marketing, communications, media, and technology leaders. The purpose is to exchange knowledge and provide a valuable networking experience.

Questions to be addressed by this forum include:

- What do I need to know about web video as it relates to my marketing/branding strategy?
- Who are the major players in content, distribution, and technology?
- What changes/evolutions can I expect to see over the next 6, 12, 18 months?
- How are leading organizations using web video to achieve branding and communications objectives? See several Best Practice Video Case Studies from some of the best known corporate names in the country.
- What is different about web video vs. television from a marketing perspective?
- How can video be deployed in my organization in a way that is cost-effective and least disruptive to our corporate network and infrastructure?
- What are the legal implications including copyright and trademark issues?

SPONSORS:



## FORUM SPEAKERS



### Matt DeLoca

Senior Vice President of Sales  
The FeedRoom



### Dan Goldman

Executive Director, thirteen.org  
Thirteen/WNET



### Bill Wishon

Director of Marketing  
Kontiki



### Glenn Golstein

Vice President, Media Technology Strategy  
MTV Networks Digital Media



### Paul Ritter

Vice President of Research  
Interactive Media Strategies



### Steve Rubel

Author, Micropersuasion Blog  
SVP, Director of Insights, Edelman Digital

## AGENDA:

8:30—9:00 AM	<b>Breakfast and Networking</b>
9:00—9:15 AM	<b>Opening Remarks</b> The FeedRoom and Kontiki
9:15—9:45 AM	<b>Keynote Presentation</b> Paul Ritter, Vice President, Interactive Media Strategies <i>Fresh Insights From A New April 2008 Web Video Study of 1,200 Leading Brands, IT and Media providers</i>
9:45—10:30AM	<b>Panel Discussion and Q&amp;A</b> <b>Moderator:</b> Paul Ritter, Vice President of Research, Interactive Media Strategies <ul style="list-style-type: none"><li>• Glenn Golstein, Vice President, Media Technology Strategy, MTV Networks Digital Media</li><li>• Steve Rubel, Author, Micropersuasion Blog &amp; Senior Vice President, Director of Insights, Edelman Digital</li></ul>
10:30—11:30AM	<b>Optional Guided Tour of the Museum</b>