

# GENERATIONNEXT: Advertising Industry Diversity Job Fair & Leadership Conference

MONDAY, SEPTEMBER 22, 2008



GENERATIONNEXT



## EVENT DESCRIPTION:

As part of the GeneratioNext program, BDI on behalf of Advertising Week, AAAA's, the Ad Council, Adrants, and AdAge Talent Works is producing the GeneratioNext Advertising Industry Diversity Job Fair & Leadership Conference. This national event is taking place on Monday, September 22, 2008 at The Times Center in New York City.

This event will be a full day program with a morning leadership conference, which will offer an opportunity for our attending, interested job candidates to come face-to-face with today's notable thought leaders working in the advertising and marketing industries. The afternoon job fair will allow young diverse professionals looking to meet with agency recruiters to explore available opportunities. GeneratioNext will be held at The Times Center, a brand new, state of the art facility in the heart of Midtown Manhattan. The facility will accommodate the morning leadership conference in the grand auditorium and the job fair will be held in the exhibit hall.

## CONFERENCE SPEAKERS:



**Keynote Speaker:**  
**Tiffany R. Warren, VP,** Multicultural Programs and Community Outreach, Arnold Worldwide



**Toni Thompspon**  
Multicultural Program Developer  
Recruiter, McCann Erickson NY



**Reggie Miller**  
CEO,  
Iced Media



**Marcus Jimenez**  
VP, Hispanic Marketing & Business Development  
Street Source Marketing



**Panel Moderator:**  
**Larry Woodward**  
President & Chief Strategy Officer, Vigilante



**Christena Pyle**  
Assistant Account Executive,  
IBM Brand Account  
Ogilvy & Mather Worldwide, NY



**Ranae Powell**  
Account Executive,  
The Kaplan Thaler Group

## AGENDA:

10:30 - 11:00 am	<b>Registration, Coffee &amp; Continental Breakfast</b>
11:00 - 11:45 am	<b>Keynote Speaker</b> — Tiffany R. Warren, VP, Multicultural Programs and Community Outreach, Arnold Worldwide
11:45 - 1:00 pm	<b>Panel Discussion:</b> You're in the Industry. Now what? <ul style="list-style-type: none"> <li>• Moderator: Larry Woodward, President and Chief Strategy Officer, Vigilante, New York</li> <li>• <b>Marcus Jimenez</b> VP, Hispanic Marketing &amp; Business Development, Street Source Marketing &amp; Communications</li> <li>• <b>Reggie Miller</b>, CEO, Iced Media</li> <li>• <b>Ranae Powell</b>, Account Executive, The Kaplan Thaler Group</li> <li>• <b>Christena Pyle</b>, Assistant Account Executive, IBM Brand Account Management, Ogilvy &amp; Mather Worldwide, NY</li> <li>• <b>Toni Thompspon</b>, Multicultural Program Developer, Recruiter, McCann Erickson, New York</li> </ul>
2:00 - 5:30 pm	<b>Job Fair</b>