

Out-of-home Digital Networks **Content Strategies** & Awards Summit

CONFERENCE AGENDA Wednesday, February 21st

7:30 AM REGISTRATION AND CONTINENTAL BREAKFAST

Sponsored By:



8:30 AM OPENING REMARKS FROM THE CHAIRPERSON

Lyle Bunn
Strategy Architect,
ALCHEMY, Pi MEDIA

8:35 AM OPENING ADDRESS

**CREATING VALUE EXCHANGES ACROSS
ALL MARKETING CHANNELS**

Marc Landsberg
President,
ARC WORLDWIDE

**9:30 AM MATCHING CONTENT TO THE DIFFERENT MODELS –
MERCANDISING, ADVERTISING DRIVEN, BRANDING OR
CORPORATE COMMUNICATIONS – MAKING CONTENT
RELEVANT AND EFFECTIVE WITH YOUR SPECIFIC
BUSINESS OBJECTIVE**

Mark Zwicker
Vice President,
ALCHEMY, PI MEDIA

10:15 AM MID-MORNING NETWORKING BREAK

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10:45 AM **ARE GOOGLE AND OTHER SEARCH ENGINES
READYING THE ULTIMATE DIGITAL SIGNAGE
CONTENT REPOSITORY?**

Bill Gerba
President & CEO,
WIRESPRING TECHNOLOGIES

11:15 AM **KEEPING THE COST OF PRODUCTION LOW –
CREATING IMPACTFUL CONTENT WITHOUT
BLOWING THE BUDGET**

Christopher Hume
Vice President of Production Services,
MGM MIRAGE ADVERTISING INC.

Ronald I. Gross
Chairman & CEO,
DYNATEK MEDIA

12:00 PM **SPONSORED NETWORKING LUNCHEON**



1:15 PM **PROMOTING THE BRAND THROUGH
DIGITAL SIGNAGE**

Pat Hellberg
Director, Brand Design Media Group
NIKE, INC.



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1:30 PM **DEVELOPING AN IN-STORE MEDIA NETWORK
THAT CREATES CONSUMER ENGAGEMENT**

Brian Hirsh
President,
RETAIL ENTERTAINMENT DESIGN

1:45 PM **Q&A SESSION**

Pat Hellberg
Director, Brand Design Media Group
NIKE, INC.

Brian Hirsh
President,
RETAIL ENTERTAINMENT DESIGN

2:00 PM **OPTIMIZING CONTENT SUCCESS:

MAKING ADJUSTMENTS WHERE NECESSARY
TO MAXIMIZE NETWORK REVENUES AND
CUSTOMER EXPERIENCE**

Virginia Cargill
President and CEO,
SIGNSTOREY

Mark Vrieling
President & CEO,
SCREENPLAY INC.

Rebecca Walt
VP of Professional Services,
REFLECT SYSTEMS, INC.

3:00 PM **MID-AFTERNOON NETWORKING BREAK**

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3:30 PM

INAUGURAL "FOURTH SCREEN AWARDS" SHOWCASE!

In Conjunction With:



Sponsored By:



LG Electronics Inc.

Chair, Judging Panel:

William Ratcliffe, PhD
(formerly MILLWARD BROWN)

June Peoples
Vice President, Product Development
DS-IQ

Kent Hodder
Creative Director, CEO,
THE METROPOLITAN GROUP, MET HODDER

Adam Remson
Publisher and Editorial Director
OTHER ADVERTISING

Ryan Laul
Hyperspace Managing Director
POSTERSCOPE USA

Aaron Campus
Vice President, Creative
EyeQ DIGITAL INC.

Best Buy's 5 Families™

Represented By:

Spencer Knisely
Senior Manager, Design Integration
BEST BUY

Out-of-home Digital Networks

Content Strategies & Awards Summit

5:30 PM

**“FOURTH SCREEN AWARDS” COCKTAIL
RECEPTION AND AWARDS PRESENTATION**

In Conjunction With:



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CONFERENCE AGENDA
Thursday, February 22nd

7:15 AM REGISTRATION AND CONTINENTAL BREAKFAST

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8:25 AM OPENING REMARKS FROM THE CHAIRPERSON

June Peoples

Vice President, Product Development
DS-IQ

8:30 AM OPENING ADDRESS

**MAXIMIZING BRAND VALUE THROUGH INNOVATIVE
SHOPPER ACTIVATION STRATEGIES: TURNING
SHOPPERS INTO BUYERS WITH AN INTEGRATED
IN-STORE MARKETING ACTION PLAN**

Jason Press

President,
G2 NEW YORK

9:15 AM EXCLUSIVE INDUSTRY SOURCE LIST

**WHO'S WHO OF STUDIOS, PRODUCTION HOUSES,
AND CREATIVE AGENCIES – WHO'S AVAILABLE AND
WHO'S ON WHICH CAMPAIGNS IN 2007**

Steve Diorio

Managing Director,
PROFITABLE CHANNELS

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10:00 AM **GETTING CREATIVE AT MEIJER:
CONTENT THAT DRIVES COMMERCE**

Brian Hauenstein
Program Manager,
NEWSIGHT/MEIJER IN-STORE NETWORK

Kent Hodder
Creative Director, CEO,
THE METROPOLITAN GROUP, MET HODDER

Adrian Weidmann
Principal,
@RETAIL MEDIAMETRICS

11:00 AM **MID-MORNING NETWORKING BREAK**

11:30 AM **DEVELOPING THE BENCHMARKS AND METRICS
TO KEEPING YOUR CUSTOMERS' ATTENTION:
DETERMINING THE OPTIMAL MIX OF ADVERTISING
AND PROGRAMMING – FINDING THE RIGHT RATIO
TO DRIVE RESULTS**

Robert Winston
Senior Accounts Manager,
ARBITRON OUT-OF-HOME

12:15 PM **SPONSORED NETWORKING LUNCHEON**

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1:30 PM **PANEL PRESENTATION**

**SOFTWARE DECISIONS – CONTENT REQUIREMENTS
THAT DRIVE THE SOFTWARE TECHNOLOGY DECISION.
WHAT EMERGING TECHNOLOGIES SHOULD YOU
BE READY FOR?**

James Lavelle
Chairman & CEO,
WATCHIT MEDIA INC.

Tim Detota
Director of Visual Solutions,
SYMON COMMUNICATIONS

Scott Koller
Senior VP of Sales and Marketing,
WIRELESS RONIN TECHNOLOGIES

2:30 PM **TECHNOLOGY INNOVATIONS FOR 2007:**

**CONNECTING NEW APPLICATIONS TO
YOUR CONTENT STRATEGY**

Frank Beurskens
Co-founder and Chief Executive Officer,
SHOPTOCOOK

Alex Richardson
Managing Director,
Selling Machine Partners &
Cross Channel Merchandising Consultant,
POLO RALPH LAUREN CORPORATION

3:15 PM **MID-AFTERNOON NETWORKING BREAK**

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3:30 PM

THIRD PARTY CONTENT SOURCING:

**NEWS FEEDS, PUBLIC SERVICE, RSS, AND LOW COST
EDUTAINMENT CONTENT: WHO'S IN THE GAME?
WHAT'S THE PROCESS? HOW MUCH DOES IT COST?**

Christopher Burtt
Global Signage Product Manager,
REUTERS

4:15 PM

CREATING CONTENT FOR DIFFERENT DIGITAL SIGNAGE FORMATS. LOOKING BEYOND THE RECTANGLE.

Phil Lenger
CEO, SHOW & TELL PRODUCTIONS

4:45 PM

INTERACTIVE PANEL

**EXCLUSIVE Q&A WITH INDUSTRY LEADERS:
CONFERENCE RECAP AND TIME TO POSE
YOUR MOST PRESSING QUESTIONS**

Greg Shandel
Business Development Director,
SCALA INC.

Lyle Bunn
Strategy Architect,
ALCHEMY, Pi MEDIA

GV Iyer
President,
PRISM TECHNOLOGIES INC.

5:15 PM

CONFERENCE ADJOURNS