

Day one: Tuesday April 4th, 2006

8:00 AM

Registrations & Sponsor Exhibits Open – Continental Breakfast

9:00 AM

Opening Address From The Chairperson

Bill Collins, *Principal*, WBC NARROWCASTING GROUP

Opening Address

9:05 AM

Thomson/PRN Merger: What is the Future Direction of this Leader and Industry Predictions for 2006 and Beyond

Charlie Nooney, *CEO*, PREMIER RETAIL NETWORKS (PRN)

Keynote Address

9:45 AM

Best Practices of the World's Top Retailers: Driving Retail Performance with Enhanced Customer Experience and Technological Innovation

Raymond R. Burke, *E.W. Kelley Professor of Business Administration, Director, Customer Interface Laboratory*, INDIANA UNIVERSITY

10:45 AM

SPONSOR EXHIBIT AREA – NETWORKING BREAK

Take a moment to visit our sponsors and supporters.

Panel Discussion

11:15 AM

Media Leaders Speak Out:

Where Opportunities and Challenges Lie for Digital Signage, Narrowcasting and In-Store TV Advertising

Our Media Leaders:

Chris O'Donnell, *Managing Director*, ONE ZERO ONE/KINETIC

David Matera, *CEO*, OOH PITCH

Connie Garrido, *Non-Traditional Media*, WOW FACTORY

Scott Witt, *Director*, PUBLICIS GROUPE MEDIA

Moderator: **Adam Remson**, *Publisher/Editorial Director*, OTHER ADVERTISING MAGAZINE

12:15 PM

Sponsor Exhibition – Networking Luncheon

Case Study: CGEN Digital Media (China)

1:30 PM

Evolution of the China Marketplace: Which Models are Working, How Advertisers are Benefiting and What the Future Holds

Bob Clarke, *Founder and CEO*, INSTRUMENTAL MEDIA GROUP

Panel Discussion

2:15 PM

Winning Strategies to Improve the Visit Experience, Target Advertising, and Generate Revenue with Digital Signage

Rod Mano, *Director, Property Technology Applications*, STARWOOD HOTELS & RESORTS

David Teichner, *CEO*, CHANNEL M **(New speaker addition)**

3:00 PM

5 Best Principles for Creating Customer-centric Communications

Lauren Moir, *VP & Managing Director*, ALCHEMY

3:30 PM

Sponsor Exhibition – Networking Break

4:00 PM

Expanding the Customer Experience: Powerful Ways to Integrate Digital Signage and Marketing Technologies

Bradley Walker, *Founder & CEO*, NANONATION

Interactive Panel

4:45 PM

Exclusive Q & A with Industry Leaders: Source the Inside Intelligence on Using Digital Signage

Jeff Luo, *Co-Founder & CEO*, PF DIGITAL INC. (China)

Tommy Teepell, *Chief Marketing Officer*, LAMAR ADVERTISING

Anne Benvenuto, *Executive Vice President, Strategic Services*, R/GA

Linda Goldstein, *Partner, Advertising, Marketing and Media Practice Group*, MANATT, PHELPS & PHILLIPS

5:30 PM

Exclusive Evening Reception, Sponsored by Premier Retail Networks

Everyone will be here – Maximize the value of this event! Network with the leaders in media at this exclusive cocktail reception.

DAY TWO: Wednesday April 5th, 2006

7:30 AM

Registrations & Sponsor Exhibits Open – Continental Breakfast

8:30 AM

Recap of Day 1 From The Chairperson

Bill Collins, *Principal*, WBC NARROWCASTING GROUP

8:35 AM

**The World's Top Digital Signage Networks:
An International Exposition of the Globe's Trailblazers**

Kalpesh Vyas, *CEO*, PHARMACY CHANNEL (US)

Victor Eijkman, *Managing Director*, PUBLISYSTEMA S.A. (CHILE)

Jaime Vargas, *Chairman & President*, INCORP Group (CHILE)

Stuart Chambers, *Managing Director, Media*, AVANTI SCREENMEDIA PLC (UK)

10:00 AM

INNOVATIVE CONTENT STRATEGIES: MAKING THE CONSUMER PART OF THE BRAND STORY

Michael Ribero, *Chief Executive Officer*, REACTRIX SYSTEMS, INC.

10:45 AM

Sponsor Exhibit Area – Networking Break

11:15 AM

European Executive Update – Who's Succeeding, What Models are Working, Who is Advertising, and What the Future Holds

Adrian J Cotterill, *Director of Strategy*, LANDAU REECE (UK)

12:00 PM

SPONSOR EXHIBITION – NETWORKING LUNCHEON

Luncheon Address

1:15 PM

Transforming the Cinema into a Marketing Medium: A 360-Degree Customer Engagement Strategy

Clifford Marks, *President, Sales and Marketing*, NATIONAL CINEMEDIA

This session has been interchanged with Day 1 – 9:00 AM

2:00 PM

The Metrics – Viewership and Spending Effectiveness Research: Demonstrating the ROI for Location Owners with Advertising Driven Networks

Rob Winston, *Senior Accounts Manager*, ARBITRON OUTDOOR
Craig Gugel, **Executive Vice President**, *Worldwide Analytics & Strategy*,
INTERACTIVE MARKET SYSTEMS, INC.

2:45 PM

The Future of Digital Billboards in North America: What this Means for National Advertisers, Suppliers and Real Estate Owners

Stephen Freitas, *Chief Marketing Officer*, OUTDOOR ADVERTISING
ASSOCIATION OF AMERICA

3:30 PM

Sponsor Exhibition – Networking Break

3:50 PM

Strategies for Choosing the Best Suppliers and Forming the Right Partnerships for Long-Term Digital Signage Deployments: How to Put Yourself in the Position to Become a Valued-Added Partner

Rob Wolf, *Vice President, Research and Analytics*, IN-STORE BROADCAST
NETWORK

Timothy Tang, *Marketing Director, New Product & Services Development*,
HUGHES NETWORK SYSTEMS, LLC **(New Speaker addition)**

4:20 PM

Last Chance to Source Information you Need to Know! Conference Summary and Exclusive Q & A With Industry Leaders

Bill Collins, *Principal*, WBC NARROWCASTING GROUP, LLC
Lyle Bunn, *Director, Digital Imaging and Rich Media*, BTV+

Steven Keith Platt, *Founder, Director and Research Fellow*, PLATT RETAIL
INSTITUTE

4:50 PM

Closing Comments from the Chairperson & Conference Adjourns