



CONFERENCE AGENDA

Wednesday, April 25th

7:45 AM **REGISTRATION AND SPONSOR EXHIBITS OPEN –
CONTINENTAL BREAKFAST**

8:30 AM **OPENING REMARKS FROM THE CHAIRPERSON**

Paul Jankauskas
Senior Vice President, Sales,
CAPTIVATE NETWORKS

9:00 AM **OPENING KEYNOTE ADDRESS**

**ENGAGEMENT 2.0: TAKING IT TO THE NEXT
LEVEL TO BUILD BRAND EQUITY, CREATE
EMOTIONAL CONNECTIONS, AND BUILD
CUSTOMER TRUST**

Bob DeSena
Managing Director, North America,
iO GLOBAL LIMITED, MI4 COMMITTEE

10:00 AM **PANEL DISCUSSION**

**MEDIA DIRECTORS SPEAK-OUT:
INNOVATIVE CAMPAIGNS, OPPORTUNITIES,
AND CHALLENGES FOR OOH DIGITAL MEDIA**

Doug Checkeris
President, THE MEDIA COMPANY

Annette Warring
President, GENESIS MEDIA

Cameron Smiley
Strategy Supervisor,
BBDO AUTOMOTIVE GROUP

THIRD ANNUAL
Canadian **Out-of-home**
Digital Media Summit

10:30 AM SPONSOR EXHIBIT AREA — NETWORKING BREAK

**11:00 AM WINNING STRATEGIES TO BUILD BRAND EQUITY
AND SALES LIFT WITH PLACE-BASED AND
IN-STORE MEDIA**

Malcolm Houser
Executive VP & COO,
THE UPS STORE CANADA

Paul Jankauskas
Senior Vice President, Sales,
CAPTIVATE NETWORKS

Marnie Boucher
Founding Partner
SHOPCAST TELEVISION (Wal-Mart Tv)

12:15 PM SPONSOR EXHIBITION – NETWORKING LUNCHEON BREAK

1:45 PM KEYNOTE LUNCHEON ADDRESS

THE FUTURE OF DIGITAL OUTDOOR MEDIA

Tommy Teepell
Chief Marketing Officer,
LAMAR ADVERTISING COMPANY

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2:45 PM **INTEGRATING MOBILE TELEPHONY TO CREATE
CUSTOMER ENGAGEMENT AND INTERACTIVITY...
LEADING TO THE ULTIMATE ONE-TO-ONE
MARKETING OPPORTUNITY**

Mike Brown
Vice President, ARTISAN LIVE

Kris Matheson
VP Marketing,
THE ARTISAN COMPLETE GROUP OF COMPANIES

3:30 PM **SPONSOR EXHIBITION – NETWORKING BREAK**

3:45 PM **STORE DESIGN STRATEGIES TO ENHANCE
SALES LIFT, CUSTOMER ENGAGEMENT, AND
DRIVE BRAND MESSAGES**

Graeme Spicer
Director, Retail Strategy, DW+PARTNERS

4:30 PM **STATE OF THE INDUSTRY: ADVERTISING
INVENTORY ON NETWORKS, LATEST PROFILES
ON NEW BUSINESS WON, WHO'S DONE
WHAT IN 2006–7**

Don Graves
Editor, AKA.TV

5:00 PM **EXCLUSIVE SPONSORED EVENING RECEPTION**



CONFERENCE AGENDA

Thursday, April 26th

- 7:30 AM** **NETWORKING & SPONSOR EXHIBITS OPEN —
CONTINENTAL BREAKFAST**
- 8:30 AM** **OPENING REMARKS FROM THE CHAIRPERSON**
- Lyle Bunn**
Strategy Architect,
ALCHEMY OF PI MEDIA
- 8:45 AM** **THE SHOPPING CENTRE AS A BRAND
MARKETING MEDIUM**
- Benjamin Mathieu**
CEO, NEO ADVERTISING
- 9:45 AM** **TOP OOH DIGITAL MEDIA NETWORKS:
WHAT STRATEGIES HAVE MADE THEM
SUCCESSFUL FOR THEIR ADVERTISING
PARTNERS?**
- Andy Querin**
President & COO,
ZOOM MEDIA INC.
- Tim Conway**
VP, Penex Media,
METROPOLIS (Yonge/Dundas complex)
- 10:45 AM** **SPONSOR EXHIBIT AREA – NETWORKING BREAK**

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11:15 AM ANALYTICS UPDATE!! VIEWERSHIP AND SPENDING EFFECTIVENESS RESEARCH; PRISM STUDY – DEMONSTRATING THE ROI FOR MARKETERS AND ADVERTISERS

George Wishart
Global Managing Director,
NIELSEN IN-STORE

Peter Hoyt
Executive Director,
IN-STORE MARKETING INSTITUTE

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

Helen Thompson
General Manager,
CANADIAN OUTDOOR MEASUREMENT BUREAU

12:15 PM LUNCHEON BREAK

1:30 PM INTERACTIVE PRICING PANEL

AD PRICING STRUCTURE: QUANTIFYING VALUE – THE RATE CARD

Terence Kollman
President & CEO,
CHARTER DIGITAL MEDIA (New York)

Jesse London
President, Advertising Sales,
MEDIAPLACE (New York)

Peter Bowen
CEO, SEESAW NETWORKS

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2:30 PM SPONSOR EXHIBITION – NETWORKING BREAK

**3:00 PM FUTURE OOH DIGITAL MEDIA NETWORKS:
CAPITALIZE ON EMERGING TECHNOLOGICAL
ADVANCES THAT WILL CREATE MEMORABLE
CUSTOMER EXPERIENCES**

Greg Adelstein
President, iGOTCHA MEDIA

**3:30 PM CONFERENCE SUMMARY AND EXCLUSIVE
Q&A WITH INDUSTRY LEADERS**

**LAST CHANCE TO SOURCE INFORMATION
YOU NEED TO KNOW!**

Jeff Porter
Executive Vice President,
Business Development,
SCALA

Lyle Bunn
Strategy Architect,
ALCHEMY OF PI MEDIA

David Hunter
President,
EyeQ DIGITAL

**4:15 PM CLOSING COMMENTS FROM CHAIR &
CONFERENCE ADJOURNS**