

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

CONFERENCE AGENDA

Monday, June 18th

7:45 AM REGISTRATION & SPONSOR EXHIBITS OPEN

Breakfast Sponsored by:



8:30 AM OPENING REMARKS FROM THE CHAIRPERSON

8:45 AM NEW WORLD REQUIRES NEW RULES OF ENGAGEMENT TAB 1

Paul Woolmington
CEO, NAKED COMMUNICATIONS

9:45 AM BRAND STRATEGIES TO ACHIEVE RELEVANCE, REACH AND MEASURABLE RESULTS WITH DIGITAL OOH MEDIA TAB 2

Moderated by:
Michael Ribero
Chief Executive Officer,
REACTRIX SYSTEMS, INC.

John Marson
Senior Manager, Media Planning,
KRAFT FOODS

Steve Ridley
Chairman & CEO,
KINETICWW (Americas)

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

10:30 AM PEER-TO-PEER NETWORKING BREAK

11:00 AM IN-STORE DIGITAL MEDIA NETWORKS: TAB 3

**BRINGING YOUR MESSAGE TO THE CONSUMER
AT THE POINT OF DECISION**

Jeff Weidauer
Director, Brand Advertising
ALBERTSON'S INC.

Virginia Cargill
CEO, SIGNSTOREY

Natalie Egleston
General Manager of Supermarket Networks,
PREMIER RETAIL NETWORKS (PRN)

11:45 AM ABSOLUT VODKA CAMPAIGN CASE STUDY TAB 4

**ILLUSTRATING EMOTIONAL CONNECTIONS,
LIKEABILITY AND BRAND LOYALTY**

Diane Williams
Senior Analyst, Custom Research
ARBITRON INC.

Micah Berek
Brand Manager
ECAST

12:15 PM SPONSOR EXHIBITION – NETWORKING LUNCHEON BREAK

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

1:45 PM LUNCHEON ADDRESS TAB 5

**TRANSFORMATION: COMPETING ON THE OTHER
SIDE OF THE TIPPING POINT**

Jack Myers
Editor and Publisher,
MEDIAVILLAGE.COM

2:30 PM GENERATIONAL SHIFT IN MEDIA TAB 6

**CONSUMPTION: DEALING WITH THE REALITY
THAT THE ENTIRE 16-24 AGE DEMOGRAPHIC
MAY NEVER KNOW YOUR BRAND – AND WHAT
YOU CAN DO ABOUT IT**

Moderated by:
Joe Mandese
Editor-in-Chief,
MEDIA POST

Panelists:
Jack Sullivan
SVP and Director,
STARCOM

Ray Bianco
VP of Ambient Media and Promotions,
ALLOY MEDIA + MARKETING

Jeff Dickey
Founder and Business Development,
SEESAW NETWORKS

3:15 PM PEER-TO-PEER NETWORKING BREAK

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

3:45 PM OUTDOOR INTERACTIVE TAB 7

**BLUETOOTH, SMS AND OOH INTERACTIVE:
USING MOBILE MARKETING FOR PENETRATING
CUSTOMER ENGAGEMENT**

Bob Gollwitzer
Marketing Director,
TH PROPERTIES

Jim Levinger
CEO, NEXTCODE CORPORATION

4:30 PM “AWARD WINNING CREATIVE” VIDEO SHOWCASE TAB 8

**BEST IN BREED DIGITAL OOH ADVERTISEMENTS
THAT ARE EXCITING, CAPTIVATING, AND ENGAGING
AND ARE DELIVERING ROI**

Mark Zwicker
Vice President of Business Development,
ALCHEMY

5:00 PM EXCLUSIVE NETWORKING COCKTAIL RECEPTION

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

CONFERENCE AGENDA

Tuesday, June 19th

7:30 AM NETWORKING & SPONSOR EXHIBITS OPEN

Breakfast Sponsored by:



8:30 AM OPENING ADDRESS TAB 9

**BRAND CREATIVE FOR THE BIG SCREEN,
IN-STORE AND INTERACTIVE OUTDOOR:
DESIGN TRENDS FOR DELIVERING ENGAGING,
DYNAMIC DIGITAL OOH**

Alan Schulman
Chief Creative Officer,
BRAND NEW WORLD

9:15 AM POWER PANEL TAB 10

**MEDIA LEADERS' INSIGHT AND STRATEGY:
INNOVATIVE CAMPAIGNS, OPPORTUNITIES,
AND CHALLENGES FOR DIGITAL OOH MEDIA**

Moderated by:

Mike Difranza
*President, CAPTIVATE NETWORK
Chairman, OUT-OF-HOME VIDEO
BROADCAST ASSOCIATION (OVAB)*

Tim Hanlon
*Senior Vice President,
Managing Director, Ventures, DENUO*

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

Continued...

**MEDIA LEADERS' INSIGHT AND STRATEGY:
INNOVATIVE CAMPAIGNS, OPPORTUNITIES,
AND CHALLENGES FOR DIGITAL OOH MEDIA**

Julie Roehm

Robert Davidman
Chairman & CEO,
EARTHQUAKE MEDIA

Patrick Quinn
CEO, PQ MEDIA

Bob Liodice
President & CEO,
ASSOCIATION OF NATIONAL ADVERTISERS

10:15 AM PEER-TO-PEER NETWORKING BREAK

10:45 AM THE SHOPPING CENTER AS A MARKETING MEDIUM TAB 11

Stewart A. Stockdale
President, SIMON BRAND VENTURES
Chief Marketing Officer, SIMON PROPERTY GROUP

11:30 AM CONNECTING WITH ELUSIVE DEMOGRAPHIC AND LIFESTYLE DOMAIN CLUSTERS TO MAXIMIZING THE VALUE OF YOUR PLAN TAB 12

Steve Diorio
Managing Director,
PROFITABLE CHANNELS

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

- 12:15 PM** **SPONSOR EXHIBITION – NETWORKING LUNCHEON BREAK**
- 1:30 PM** **DEVELOPING AN INTEGRATED MARKETING PLAN INCORPORATING CREATIVITY, BOLDNESS AND MEASURABLE ROI** **TAB 13**
- Samantha Skey**
EVP Strategic Marketing,
ALLOY MEDIA + MARKETING
- 2:15 PM** **OOH DIGITAL NETWORKS MEASUREMENT AND METRICS: RETAIL, TRANSIT AND OTHER PUBLIC VENUES...DEMONSTRATING ROI FOR BRAND OWNERS AND MEDIA STRATEGISTS** **TAB 14**
- Joe Plummer**
Chief Research Officer,
THE ADVERTISING RESEARCH FOUNDATION
- Rob Winston**
Senior Account Manager,
ARBITRON OUT-OF-HOME
- Ali Diab**
Co-founder and President,
Technology and Products, RIPPLE
- 2:45 PM** **OUTDOOR MEDIA MEASUREMENT IN A NEW ERA OF INTEGRATED SYSTEMS, DIGITAL BILLBOARDS, SMS AND INTERACTIVE** **TAB 15**
- Joe Philport**
President & CEO,
TRAFFIC AUDIT BUREAU (TAB)
- Tony Jarvis**
EVP Global Research,
CLEARCHANNEL OUTDOOR

Brand Activation Strategies *using* Digital Out-of-home Media

Do you see your future career as a brand leader, integrator, thinker and innovator? If so...then this event is for you!

3:15 PM PEER-TO-PEER NETWORKING BREAK

3:30 PM TARGET & VICTORY MEDIA NETWORK CASE STUDY TAB 16

BRAND BUILDING USING BOLD CREATIVE WITH OUTDOOR SPECTACULARS TO MAKE CUSTOMER CONNECTIONS

Mark Bennett
V.P. Creative Services, TARGET

Kristin Gray
Director,
VICTORY MEDIA NETWORK

Philip Lenger
President, SHOW & TELL PRODUCTIONS, INC.

4:15 PM CONFERENCE ADJOURNS