



CONFERENCE AGENDA

Tuesday, November 14th

7:30 AM **REGISTRATION OPENS – NETWORKING BREAKFAST**

8:30 AM **OPENING COMMENTS FROM THE CO-CHAIR**

Lyle Bunn
Strategy Architect,
ALCHEMY (a division of Pi Media)

8:35 AM **OPENING ADDRESS**

**CONTACT IS KING — UNDERSTANDING THE
FUTURE OF NETWORKED CONSUMERS**

Shelly Palmer
Award Winning Author,
Television Disrupted: The Transition from
Network to Networked TV

9:35 AM **WORLD'S TOP DIGITAL SIGNAGE NETWORKS:
AN INTERNATIONAL EXPOSITION OF THE
GLOBE'S TRAILBLAZERS**

Daniel Ginsberg
President,
TAG NETWORK (India)

Ronald I. Gross
Chairman & CEO,
DYNATEK MEDIA (US)

10:35 AM **MID-MORNING NETWORKING BREAK**



11:05 AM **SPECIAL KEYNOTE PANEL**

**VALUE-ADDED FEEDBACK AND GUIDANCE
FROM LEADING RETAIL NETWORKS AND
PUBLIC VENUES**

Mike Fowler

Director, ADVANCE TV NETWORK

David Teichner

CEO, CHANNEL M

Joe Plastino

*Senior Vice President & GM,
Entertainment and Services Division,
CLUBCOM & PRECOR, INC.*

Moderator:

Bill Collins

Principal, DECISIONPOINT MEDIA INSIGHTS

12:05 PM **BUILDING THE BUSINESS CASE FOR
“ADVERTISING DRIVEN” DIGITAL SIGNAGE
NETWORKS: YOUR TEMPLATE FOR JUSTIFYING
TO LOCATION OWNERS THE INVESTMENT VALUE**

Steve Nesbit

President, REFLECT SYSTEMS

12:45 PM **NETWORKING LUNCHEON**



2:00 PM **LUNCHEON ADDRESS**

HOW RETAIL DIGITAL NETWORKS CAN BENEFIT FROM THE “STORE OF THE FUTURE”

John Greening
Associate Professor,
Integrated Communications Medill,
NORTHWESTERN UNIVERSITY

Laura Davis-Taylor
Founder and Principal,
RETAIL MEDIA CONSULTING

2:45 PM **EXPANDING ON THE VALUE OF DIGITAL SIGNAGE NETWORKS: PACKAGING THE INNOVATIVE BENEFITS (OTHER THAN TO GENERATE REVENUE)**

Brad Gleeson
Vice President of Business Development,
PLANAR SYSTEMS, INC.

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

3:45 PM **COST-EFFECTIVE ONGOING OPERATIONS STRATEGIES AND MEETING FUTURE CHALLENGES HEAD ON**

Adrian Weidmann
Principal, @RETAIL MEDIAMETRICS

S E C O N D A N N U A L
Building Your Successful
Digital Signage
Business

4:30 PM **UPDATE: FIVE-YEAR DEMAND FORECAST:
RIDING THE WAVE OF ONE OF THE WORLD'S
FASTEST GROWING NEW MEDIA**

Norman McLeod
CAP VENTURES/INFO TRENDS

4:50 PM **SOFTWARE STRATEGIES:
MAKING YOUR CHOICE FOR COST-SAVINGS,
FLEXIBILITY AND QUALITY**

Sanjay Manandhar
CTO, AERVA, INC.

5:20 PM **EXCLUSIVE COCKTAIL RECEPTION**

Hosted By:





CONFERENCE AGENDA

Wednesday, November 15th

7:30 AM **REGISTRATION OPENS — CONTINENTAL BREAKFAST**

8:30 AM **VALUE-ADDED RECAP FROM THE CO-CHAIR**

Gwen Morrison
President, The Store,
WPP GLOBAL RETAIL INITIATIVES

8:40 AM **OPENING ADDRESS**

**THE FUTURE IS NOW: DIGITAL SIGNAGE
NETWORKS AND PLACE-BASED MEDIA**

Todd Hansen
President and COO,
POSTERSCOPE USA

9:30 AM **AUTOMATING THE ADVERTISING SALES
PROCESS: NEW AGGREGATOR SALES
SYSTEMS FOR AD DRIVEN NETWORKS**

Peter Bowen
CEO, SEESAW NETWORKS

10:15 AM **MID-MORNING NETWORKING BREAK**



10:45 AM **INTERACTIVE PRICING PANEL**

**CONFIGURING THE RIGHT PRICING STRUCTURE:
QUANTIFYING AND CORRECTLY COMMUNICATING
VALUE – CREATING THE DIGITAL SIGNAGE RATE CARD**

Michael Quinn
SVP, Marketing,
PREMIER RETAIL NETWORKS

Mike DiFranza
President & General Manager,
CAPTIVATE NETWORK

Jesse London
President of Advertising Sales,
MEDIAPLACE

11:15 AM **VIEWERSHIP AND SPENDING EFFECTIVENESS
RESEARCH UPDATE: DEMONSTRATING THE ROI
FOR LOCATION OWNERS WITH ADVERTISING
DRIVEN NETWORKS**

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

Beth Corbett
VP, New Media Services,
NIELSEN MEDIA RESEARCH

12:00 PM **NETWORKING LUNCHEON**



1:00 PM **INTERACTIVE MEDIA PANEL**

**SUCCESSFULLY PITCHING MEDIA PLANNERS
AND ADVERTISERS – HEAR REAL TIME, REAL LIFE
FEEDBACK FROM “THE” DECISION MAKERS**

Media Planner Judges:

Jack Sullivan

*SVP and Director, Out-of-Home Media,
STARCOM USA*

David Koppelman

*General Manager (NY),
MACDONALD MEDIA*

Christina Radigan

*Associate Director of Marketing
& Communications, OMG*

Network Pitchers:

Tom Kiernan

*Co-founder & Co-CEO,
ARENA MEDIA NETWORKS*

Peter Irwin

*President,
OUTDOOR BROADCAST NETWORK*



2:00 PM **STRATEGY SESSION**

**FEEDBACK FOR PARTNERS AND VENDORS ON
ENHANCING PERFORMANCE AND “RAISING
THE BAR” ON INDUSTRY STANDARDS**

Mark Webster
President and CEO, ROLLOUTS

Mark Mayfield
Editor, PRO AV MAGAZINE

Gary C. Quasebarth
VP of Operations, DYNATEK MEDIA

Moderator:
Elliot Turrini
Executive VP, API SYSTEMS, VISUAL INCITE

2:45 PM **MID-AFTERNOON NETWORKING BREAK**

3:00 PM **FLAT PANEL DISPLAYS DEBATE**

**LED, PLASMA, LCD, CRT, AND PROJECTION
DISPLAYS – MAKE AN INFORMED INVESTMENT
FOR YOUR LOCATION**

Don Fasick
*Director Business Development - Digital Signage,
LG ELECTRONICS*

N. Karl Boldt, Jr.
*CMO & Founder,
VISIONEERED IMAGE SYSTEMS, INC.*

Sanju Khatri
*Principal Analyst, Projection
& Large Screen Displays,
iSuppli CORPORATION*



3:45 PM **18 MONTH RUN DOWN ON INSTALLATIONS,
NEW BUSINESS WON, MERGERS, ACQUISITIONS,
AND CLOSE-OUTS – WHO’S DONE WHAT IN 2006?**

Don Graves

North American Correspondent, AKA.TV

4:30 PM **INTERACTIVE PANEL**

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

Dale Smith

*Director of Business Development,
PEERLESS INDUSTRIES*

Lyle Bunn

*Strategy Architect,
ALCHEMY (a division of Pi Media)*

More to come...

5:00 PM **CONFERENCE ADJOURNS**