



DRAFT AGENDA

Day One

7:30 AM Registration Opens and Continental Breakfast

8:45 AM Opening Comments From the Chairperson

9:00 AM Opening Address

9:45 AM Demand Forecast: Riding the Wave of America's Fastest Growing Medium

Digital signage receives 10 times the eye contact of static signage – is it any surprise that it is creating exciting new opportunities for advertising, marketing, and communication?

- Key trends and growth drivers
- Industry size, segmentation, and forecast
- Areas of opportunity and trends among vendors

Learn where skyrocketing growth is taking place and pinpoint your opportunities.

10:30 AM Mid-Morning Networking Break

11:00 AM World's Top Digital Signage Networks: Leading Trailblazers and Their Success Factors

Profitable bottom-lines and scale – join the leaders who have been strategic in their thinking and driven success to the limits. Hear how these networks climbed to the top.

- Growth and partnership strategies
- Winning revenue/business models
- Critical factors during each project phase

Be armed with critical information so you can emulate their successes.

11:45 AM Venue Panel

Understanding What Users of Digital Signage Expect from Service Providers

How can you exceed expectations and win new business? Listen to your customers! Hear what decision makers are looking for when it comes to digital signage.

- Recognize the needs of different markets
- Identify barriers to buy-in and ways to overcome them
- Hear what's working well and what can be improved

Use this critical market research information to better your service offerings and win new business.

12:30 PM Networking Luncheon

1:45 PM **Future of Digital Signage:**

Capitalizing on Technological Advances to Enhance Quality and Value

New technologies, including directional sound, RFID, interactive screens and mobility are creating "smart" signage. Hear how new developments can maximize engagement.

- Review current applications and what's to come
- Rationalize the investment in technology
- Learn best practices in adopting technology

Stay competitive by incorporating the latest technology within your business strategy.

2:30 PM **Healthcare Case Study:**

Selecting Your Software and Hardware to Meet Your Network Objectives and Save Money

You will spend thousands of dollars on a digital signage deployment! A practical understanding of the best fit is critical. Hear how a leading university medical facility is building its network from the ground up and learn from its experience.

- Objectives of digital signage network
- Key criteria for vendor selection and differentiation
- Factors for success

Make an informed choice when it comes to your software and hardware suppliers.

3:30 PM Mid-Afternoon Networking Break

4:00 PM **Case Study**

Selecting a Niche and Building a Successful Local Network

While many networks are chasing national footprints and scale, there are great opportunities in community networks and selling to local advertisers. Hear how one network with screens in Indiana and Ohio is making it work.

- Value proposition for local advertisers
- Convincing location owners
- Pros and cons of community focus

Boost your network's revenue and maximize the value proposition to local advertisers.

4:45 PM **Industry Review: Top Digital Signage Developments of 2008**

As digital signage continues to charge full steam ahead, new business developments are unfolding. Keep your finger on the pulse of industry and exploit areas of growth.

- Find out new installations planned for 2009
- Review mergers and acquisitions
- Hear changes impacting the industry

Pinpoint industry opportunities and adjust your business strategy accordingly.

5:15 PM **Exclusive Cocktail Reception**

Be at the center of the action and rub shoulders with all the digital signage players. Bring your business cards!

Day Two

7:30 AM Registration Opens and Continental Breakfast

8:45 AM Opening Comments From the Chairperson

9:00 AM Interactive Media Panel

Successful Pitching Media Planners and Hearing Real Time Feedback From the “Decision Makers”

In this interactive session, hear three network operators pitch a panel of media planners who will then provide real time, real life feedback! Operators will have 15 minutes each to make the pitch on why THEIR digital signage is the right placement. Media buyers (acting as judges) will provide constructive feedback and perspectives...and deals could be done on the spot.

Take away critical information to make your next media planner pitch and win new business.

9:45 AM Measurement & Pricing: Quantifying and Communicating Value for Your Digital Signage Network

As the digital out-of-home industry continues to grow, best practices and standards are emerging on network measurement and pricing. Hear how the industry can continue to achieve acceptance and growth by speaking the same language.

- Metrics available and methodologies
- Correlate metrics to pricing
- Set the rate card and justify price

Use the data to ensure you price your network accordingly and maximize your profit.

10:30 AM Mid-Morning Networking Break

11:00 AM Airport Case Study:

Developing Digital Signage Solutions to Guide and Direct the Public

Effective digital signage gives audience the information they need and enhances the experience along the way. Find out how one airport built its network to assist in the safe flow of millions of passengers a year.

- Choosing digital signage in place of static
- Exploring operational conditions for digital signage displays
- Selecting the vendors for hardware and software

Take away insights on how you can improve way-finding and lower costs.

11:45 AM Corporate Communication Case Study:

Choosing a User-Friendly and Robust Software System to Improve Employee Communications

More facilities and locations are now implementing digital signage networks that are driven by non-revenue generation benefits. At the heart of the project is a robust system to allow an organization to manage its own content. Hear how one company made its choice.

- Aligning the organization's goals and values
- Features for ease of use

- Resources available to manage and maintain network
- Build on the value of digital signage applications and win new business.*

12:30 PM Networking Luncheon

1:45 PM Panel

Building Relationships With Integrators and Winning Their Business

If you are a digital signage supplier, do you know how your products and service offerings stack up against others? Join this one-of-a-kind session as integrators speak out.

- Areas for improvement
- What is working well
- Biggest mistakes being made

Get honest feedback to help you improve your service and win new business.

2:30 PM **Content Showcase: Captivating and Exciting Digital OOH Ads to Maximize Engagement**

As a way to foster innovation and growth in content production, the “Fourth Screen Award” was established to celebrate the most innovative and effective ads. Join this interactive session to review past winners and discuss:

- Makings of “good” digital signage content
- Achieving results with creative content
- Understanding ad creation process

Take away ideas to drive creativity and meet your objectives.

3:15 PM Mid-Afternoon Network Break

3:30 PM **Case Study**

Convincing Locations and Building the Business Case for Ad-Drive Networks

Location owners need a convincing and persuasive business case as to why they ought to invest and partner on a digital signage network. Hear how one network makes it work.

- Business model validation with real evidence
- Characteristics of a successful situation
- Templates and check lists to make your pitch

Source insights to help you make the case and win contracts.

4:15 PM **Fail to Plan and Plan to Fail: Understanding the Success Factors of a Digital Signage Project**

A must attend session breaking down the key factors of a digital signage deployment. As technology is no longer driving the installs, hear industry leaders share insights on what needs to be done so your project doesn't fail.

- Setting objectives and creating a budget
- Managing client expectations
- Strategies to avoid costly mistakes

Get a clear understanding of the numbers game so you can maximize your profit.

5:00 PM Conference Adjourns