

NEW YORK
masterclass
NORTH AMERICA

Event partners:



AdvertisingAge.

In association with:



NORTH AMERICAN MASTERCLASS
Time & Life Building, New York
25 September

- 0900 Delegate registration
- 0920 Introduction: Why you need to be creative
Why media strategy and great creative are more important than ever – with a world tour of the best creative media strategies to inspire you and prove that a powerful media idea can add more value to the bottom line than a host of standard TV ads or print insertions.
Charlie Crowe, CEO, C Squared Holdings
- 1000 Keynote: The marketer's perspective on creative media strategy
Why are successful marketers placing more emphasis on creative media ideas than ever before? How can you elicit and inspire the best creative work from your agency and media owner suppliers?
Cammie Dunaway, Chief Marketing Officer, Yahoo!
- 1030 Questions & debate
- 1045 Refreshments
- 1115 The North America market perspective on new approaches to "traditional" media
Our panel explores the particular challenges and opportunities in the NA market for creative media strategy – highlighting best practice case studies
Moderator: Scott Donaton, Publisher, Advertising Age
Shauna Chan, Strategy Director, Starcom Mediavest Canada
Jennifer Neal, Managing Partner, PHD North America
- 1230 Networking Buffet Lunch
- 1345 Emerging opportunities for creative media strategy
This session will identify and explore the new opportunities that the latest digital media developments are opening up for creative media communicators and demonstrate just what is possible
Bant Breen, President, Interpublic Futures Marketing Group

- 1415 The marketer's perspective on digital media developments & opportunities
Christopher Curtin, VP Global New Media, The Walt Disney Company
- 1445 Questions & debate
- 1500 Refreshments
- 1530 UGC and brands
In 5 years time, 50% of all content will be user-generated. What does this mean for the way in which companies create products and communicate messages? How can they embrace the phenomenon of user-generated content and use it to their advantage? Tom Himpe gives an insight in the do's and don'ts in this area, showcasing how companies around the world are involving their audiences in a systematic and relevant way on all levels, from communication to product development.
Tom Himpe, Senior Strategist, Naked Communications
- 1600 Creative planning approaches for online media
Bringing it all together – how can marketers, agencies and media owners work better together to develop more creative online marketing and ensure standout
Brandon Berger, Director of Digital Innovation, MDC Partners
- 1630 Questions and Summing up – Charlie Crowe, plus...
An update on The Venice Festival of Media 2008 event – your briefing on what is tipped as a must-attend event and valued media calendar fixture...one delegate will win a free ticket to attend in 2008
- 1700 Close