

3RD ANNUAL ADVERTISING & MARKETING SERVICES CONFERENCE

Grand Hyatt • Park Avenue at Grand Central • New York City

June 2, 2011

Agenda*



TIME	BALLROOM II	TIME	BALLROOM IV
7:00 AM	REGISTRATION & BUFFET BREAKFAST – BALLROOM LEVEL FOYER		
8:00	Top 11 Trends for 2011 Dan Salmon, Advertising & Marketing Services Analyst BALLROOM II		
8:15	8:15 - 8:45 AM - KEYNOTE SPEAKER BMW of North America (BMW-FF) Dan Creed, VP of Marketing BALLROOM II		
8:45	Omnicom Group (OMC-NYSE) John D. Wren, III, President & CEO Randall J. Weisenburger, EVP & CFO	8:45 - 9:30	The Data & Tech-Enabled Ad Agency Moderator: Sean Corcoran, Senior Analyst, Interactive Marketing, Forrester Research Ansira (formerly NSI Marketing Services), Mark Mantovani, President & CEO Big Fuel, Jon Bond, CEO Empower MediaMarketing, Nancy Koors, Chief Strategy Officer Engauge, Rick Milenthal, Executive Chairman Merkle, David Williams, Chairman & CEO
9:15	MDC Partners (MDCA-NASDAQ) Miles Nadal, Chairman & CEO David Dofst, CFO Kip Voytek, SVP & Director of Digital Innovation		
9:45	Interpublic Group (IPG-NYSE) Frank Mergenthaler, EVP & CFO	9:30 - 10:15	Pharmaceutical Marketing: New Challenges Lead to Greater Opportunities Moderator: John Vieira, Senior Director, Marketing Operations & Strategic Services, Daiichi Sankyo Everyday Health, Benjamin Wolin, CEO & Co-Founder Healthline Networks, Dean Stephens, President & COO PDR Network, David Tanzer, President Remedy Health Media, Michael Cunliffe, CEO
10:15	BREAK		
10:30	Sapient (SAPE-NASDAQ) Joe Tibbetts, CFO Gaston Legorburu, Worldwide Creative Officer, SapientNitro	10:30 - 11:15	Performance Marketing & Customer Acquisition Moderator: David Graf, President & CEO, TRANZACT CLEARLINK, Phil Hansen, CEO Pontiflex, Zephirin Lasker, CEO & Co-Founder R2C Group, Tim O'Leary, CEO Total Attorneys, Edmund Scanlan, CEO
11:00	QuinStreet (QNST-NASDAQ) Doug Valenti, CEO		
11:30	Marchex (MCHX-NASDAQ) Russell Horowitz, Chairman & CEO	11:15 - 12:00	The Social/Local/Mobile Explosion Moderator: Greg Sterling, Founding Principal, Sterling Market Intelligence Buddy Media, Jeff Ragovin, Chief Revenue Officer The Dachis Group, Jeff Dachis, CEO & Founder Vitruv, Reggie Bradford, CEO & Founder WhaleShark Media, Justin Halloran, SVP, Corporate Development

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1on1 Meetings run every 30 minutes from 8:15 am - 5:15 pm
(in parallel to the public company agenda)

*Agenda is current as of 06/02/11 and is subject to change

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TIME	BALLROOM II	TIME	BALLROOM IV
12:00 PM	12:00 - 12:30 PM - LUNCHEON 12:30 - 1:00 PM - KEYNOTE SPEAKER David Vladeck, Director, Bureau of Consumer Protection, Federal Trade Commission BALLROOM III		
1:00	ValueClick (VCLK-NASDAQ) John Pitstick, CFO Gary Fuges, VP, IR & Corporate Development	1:00 - 1:45	High Performance Ad Networks & Media Targeting Moderator: Ian Sigalow, Partner, Greycroft Cardlytics, Scott Grimes, CEO & Co-Founder Collective, Joe Apprendi, CEO Epic Media, Don Mathis, President & CEO FreeWheel, Frans Vermeulen, VP, Client & Business Services Undertone, Michael Cassidy, CEO & Founder
1:30	Rentrak (RENT-NASDAQ) Bill Livek, CEO		
2:00	Alliance Data Systems (ADS-NYSE) Edward Heffernan, President & CEO	1:45 - 2:30	Data-Driven Customer Insight Moderator: Ken Rona, VP, Audience Insights & Ad Sales Partnerships, Turner Broadcasting Allant, Eric Schmitt, EVP, Cable & Media DataLogix, Eric Roza, President Infogroup, Clare Hart, President & CEO Marketshare Partners, Jon Vein, CEO & Co-Founder Modiv Media, Paul Schaut, Chairman
2:30	Valassis Communications (VCI-NYSE) Alan Schultz, Chairman, President & CEO Rob Mason, EVP, Sales & Marketing	2:30 - 3:15	The Race for the Digital Marketing Hub V 1.2 Moderator: John Ebbert, Managing Editor, AdExchanger.com [x+1], John Nardone, Chairman & CEO AppNexus, Brian O'Kelley, CEO & Co-Founder MediaBank, Bill Wise, CEO MediaMath, Joe Zawadzki, CEO
3:00	Harte-Hanks (HHS-NYSE) Larry Franklin, Chairman & CEO Doug Shepard, EVP & CFO		
3:30		3:15 - 4:00	Education Marketing Moderator: Tom Ferrara, Creator of ForProfitEDU.com & CEO of FF Ventures Ad Venture Interactive, Mike McHugh, COO Avenue100 Media Solutions, Brian Eberman, CEO EducationDynamics, Steve Issac, Co-Founder & Senior Advisor The CollegeBound Network, Greg O'Brien, CEO
4:00	4:00 PM - COCKTAIL RECEPTION - BALLROOM III		

Additional companies hosting 1on1 meetings:

interclick (ICLK-NASDAQ)

WPP (WPPGY-NASDAQ)

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Your ambition achieved.