

# Conference Schedule

TIME	GENERAL THEME	SPEAKER/PANEL	KEY POINTS
10:00-10:20	REGISTRATION	NA	NA
10:20-10:25	INTRODUCTION	<b>Marcos Baer</b> , Publisher Portada	<ul style="list-style-type: none"> <li>› What and Why: Overview of the Main Topics of the Conference</li> </ul>
10:25-10:45	<b>BIG BOX RETAIL ADVERTISING: THE STATE OF THE ART</b>	<b>Craig Desens</b> , Chief Development Officer NSA Media and President of Home Depot account	<ul style="list-style-type: none"> <li>› Advertising by large retailers is the lifeblood of both pre-print and the ROP business. Furthermore, these Fortune 500 companies are also increasingly investing in digital media.</li> <li>› What is working for Advertisers in Hispanic print.</li> <li>› What is the cross over with the general market in terms of reach:</li> <li>› Are general market publications not already targeting the Hispanic consumer?</li> <li>› How can retailers best communicate with Latinos?</li> <li>› How can big box retailers use mobile and online to capture Hispanics?</li> <li>› Advice on what Hispanic media properties have to do to make their vehicles more attractive to big-box retail advertisers</li> </ul>
10:45-11:45	<b>PANEL: BREAKING THROUGH TO INCREASED MULTICULTURAL ADVERTISING BUDGETS</b>	MODERATOR: <b>Craig Desens</b> , Chief Development Officer, NSA Media and President of Home Depot account PANELISTS: <b>Ilia Leon</b> , Director Multicultural Media, Zenith Optimedia <b>Rick Marroquin</b> , Chief Marketing Officer, Batanga <b>Daniel Villarroel</b> , Director Multi-Ethnic Marketing, Maybelline & Garnier	<ul style="list-style-type: none"> <li>› Working towards increased Hispanic Advertising Budgets</li> <li>› Take a look at how the budgeting process and demographic targeting process of Corporate America works.</li> <li>› Clients and Advertising Agencies provide advice to other corporations and media properties on making a rationale case for increased multicultural budgets.</li> <li>› Panelists share insights into their budgeting process</li> <li>› Q&amp;A with the Audience</li> </ul>
11:45-12:05	MORNING BREAK SPONSORED BY PRIMIRO	NA	<ul style="list-style-type: none"> <li>› Take refreshments, meet industry colleagues and visit Conference Exhibitors.</li> </ul>
12:10-13:00	<b>KEYNOTE PRESENTATION: HOW YOU SHOULD THINK ABOUT MOBILE MARKETING FOR HISPANICS AND WHY</b>	Sacha Xavier, Group Media Director, Avenue A-Razorfish	<ul style="list-style-type: none"> <li>› How to capitalize on Mobile Marketing Opportunities in the Hispanic market</li> <li>› Mobile Marketing Integration with other Media properties</li> <li>› How do Advertisers get response and ROI</li> <li>› The perspective of a large Digital Agency Decision Maker</li> </ul>
13:00-14:00	LUNCH SPONSORED BY EDIOMA	NA	Enjoy refreshing Food
13:30-14:00	LUNCH PRESENTATION	Lunch Presentation: <b>John Paton</b> , CEO Impremedia	<ul style="list-style-type: none"> <li>› Engaging the Hispanic consumer online and offline: A newspaper company transitions into the digital media space</li> </ul>
14:05-14:45	<b>CASE STUDY: CONSUMER PACKAGED GOODS ADVERTISING IN THE HISPANIC MARKET: CHIPS AHOY! (KRAFT)</b>	MODERATOR: <b>Ruth Gaviria</b> , Executive Editorial and Publishing Director Meredith Hispanic Ventures PANELISTS: <b>Andrea Slodowicz</b> , Media Director, SMG - MV42 <b>Liz Perez Angeles</b> , Director CRM Kraft Foods <b>Alejandro Rodriguez</b> , Sales Director Starmedia	<ul style="list-style-type: none"> <li>› Case Study discussed by client, Agency and Media what works and what doesn't in Consumer Packaged Goods Advertising.</li> <li>› Media mix modelling</li> <li>› ROI</li> <li>› Language choice</li> <li>› Brand positioning</li> </ul>

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14:45-15:30	<b>FOCUS ON MONETIZING OFFLINE CONTENT THROUGH DIGITAL MEDIA APPLICATIONS</b>	<p>MODERATOR: <b>Cynthia Nelson</b>, COO Todobebé</p> <p>PANELISTS: <b>Darren Scott</b>, CEO Primiro <b>Arturo Duran</b>, CEO Impremedia Digital <b>Al Cruz</b>, Communications Strategic Director ATT Account, MEC Bravo</p>	<ul style="list-style-type: none"> <li>› Offline media's audience and advertisers face big opportunities in expanding their content offerings through a wide array of digital solutions</li> <li>› Digital Publications, Digital Newsstands, Audiovisual applications and more...</li> </ul>
15:30-16:10	<b>PANEL: HOW TO INCREASE THE SHARE OF DIGITAL AND PRINT ADVERTISING DOLLARS IN HISPANIC ADVERTISING BUDGETS</b>	<p>MODERATOR: <b>Tim Hahn</b>, Director of Interactive, Latinworks</p> <p>PANELISTS: <b>Javier Aldape</b>, VP Niche products Scripps Newspapers <b>Greg Anthony</b>, SVP Multicultural Sales, Alloy Access <b>Deborah Armstrong</b>, Marketing Director MSS</p>	<ul style="list-style-type: none"> <li>› Working towards increased Hispanic Advertising Budgets: Even if Hispanic budgets get to increase, that does not guarantee that digital and print media have a fair share in the media mix.</li> <li>› Broadcast Media reigns in Hispanic advertising budgets. Can that be changed and how?</li> </ul>
15:30-16:10 Breakout Session	<b>FOCUS ON THE HISPANIC ONLINE VIDEO MARKET (BREAKOUT SESSION AT GALLERY LEVEL)</b>	<p>PRESENTATION FROM: <b>Nada Usina</b>, President JumpTV</p>	<ul style="list-style-type: none"> <li>› The Online Video Market: What you need to know about:</li> <li>› The latest Consumer Research</li> <li>› How to source video content</li> <li>› How to sell video advertising</li> <li>› Q&amp;A with the Audience</li> </ul>
16:10-16:30	<b>AFTERNOON BREAK</b>	NA	<ul style="list-style-type: none"> <li>› Drink an afternoon coffee/tea and visit the Conference Exhibitors</li> </ul>
16:35-17:35	<b>FINANCING, ACQUIRING AND SELLING HISPANIC MEDIA PROPERTIES</b>	<p>MODERATOR: <b>Marcos Baer</b>, Publisher Portada</p> <p>PANELISTS: <b>Marti Frucci</b>, Managing Director, DeSilva&amp;Phillips <b>Damian Bellumio</b>, President &amp; Founder Hoodini Entertainment <b>Robert B. Nolan</b>, Managing Partner of Halyard Capital</p>	<ul style="list-style-type: none"> <li>› The view from a private equity investor, a media entrepreneur and a large general market M&amp;A house</li> <li>› How have the valuations of Hispanic media properties evolved in the current credit crunch environment</li> </ul>
16:35-17:35 Breakout Session	<b>FOCUS ON THE MOBILE OPPORTUNITY: (BREAKOUT SESSION AT GALLERY LEVEL)</b>	<p>PRESENTATIONS BY: <b>David Jones</b>, General Manager of the HipCricket, Hispanic Mobile Marketing Network. <b>Larry Upton</b>, Founder and CEO of idioma</p>	<ul style="list-style-type: none"> <li>› Mobile Advertising in the Hispanic market: Where we are and where we are going to.</li> <li>› How do mobile service providers work with telcos and media properties in order to reach first generation Hispanics</li> </ul>
17:35-18:20	<b>HEALTHCARE ADVERTISING: ADVICE FROM A LARGE MADISON AVENUE PRINT BUYER</b>	<b>Beth Fidoten</b> , Print Director, Initiative Media	<ul style="list-style-type: none"> <li>› Hispanic market media buys increasingly come from general market agencies. This is why.</li> <li>› How do Hispanic media properties ready for the big healthcare opportunity</li> <li>› Why is this market not growing more?</li> </ul>
18:30-19:30	<b>NETWORKING RECEPTION SPONSORED BY NXTBOOKMEDIA</b>	NA	<ul style="list-style-type: none"> <li>› Mix &amp; mingle with friends and colleagues in a relaxed post-conference atmosphere and visit Conference Exhibitors.</li> </ul>
19:30-21:30	<b>DINNER AND ANNOUNCEMENT OF WINNERS OF HISPANIC DIGITAL AND PRINT MEDIA AWARDS</b>	NA	<ul style="list-style-type: none"> <li>› Enjoy a great dinner and be the first to know about the winners in the nine categories of the Hispanic and Panregional Digital and Print Media Awards. Greet the winners personally!</li> </ul>