

2010 New Media Academic Summit
Full Agenda as of 6.21.10

Theme: The Digital Reset: Communicating in an Era of Engagement

Tuesday, June 22, 2010

6:00pm – 9:00pm Registration at the Affinia Hotel

DAY 1: Wednesday, June 23, 2010

6:30am Buses Depart Hotel for New York University

7:00am – 8:00am Breakfast/Late Arrival Registration
NYU, Vanderbilt Hall

8:00am – 8:15am Welcome and Remarks (NYU/Syracuse/Edelman)
Introduction of Richard Edelman by Randall Rothenberg, President and CEO,
Interactive Advertising Bureau

8:15am – 9:15am *Opening Session w Richard Edelman*

9:20am – 10:20am *The Democratization of Media: Succeeding in the New World*
Gerard Baker, Deputy Editor in Chief, Wall Street Journal
Jonah Bloom, CEO & Editor in Chief, Breaking Media
Greg Coleman, President & Chief Revenue Officer, The Huffington Post
Mark Lukasiewicz, Vice President, NBC News Specials & Digital Media, NBC News
Mike Oreskes, Senior Managing Editor, The Associated Press
Moderator: Matthew Harrington, President & CEO, Edelman U.S.

10:20am – 10:30am Break

10:30am – 11:15am *Transformational Technology: New Tools Driving Change*
Adam Broitman, Partner & Ringleader, Circ.us
Sean Mahoney, Account Executive, Facebook
Mike Slaby, Executive Vice President & Global Practice Chair, Edelman Digital
(Former Technology and New Media Advisor to the White House & Chief
Technology Officer for “Obama for America”)
Moderator: Kevin King, Managing Director, U.S. Client Services, Edelman Digital

11:20am – 12:05pm *Learning to Listen: Understanding New Influencers and Measuring Conversations
for Meaningful Insights*
Bert DuMars, Vice President E-Business & Interactive Marketing, Newell
Rubbermaid
Donna Sitkiewicz, Director, Corporate Employee and Online Communications, Kraft
Foods & Director, Corporate Communications, Kraft Foods Global, Inc.
Moderator: Natasha Fogel, Executive Vice President, StrategyOne

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- 12:10pm - 1:15pm** *Luncheon Keynote*
Raju Narisetti, Managing Editor, The Washington Post
- 1:20pm – 2:05pm** *Ongoing Engagement: Real-time, All the Time*
Venky Balakrishnan, Global Vice President, Communications, Diageo
Kay Madati, Vice President, Audience Experience, CNN Worldwide
Cheryl Williams, Senior Social Media Marketing Manager, RIM
Moderator: Christina Smedley, Executive Vice President & Chair, Global Consumer Marketing Practice, Edelman
- 2:10pm – 2:55pm** *Beyond the Bottom Line: Using Social Media to Advance Partnerships*
Anu Gandhi, National Director of Marketing, Consumer Markets, American Heart Association
Peter Land, Senior Vice President, Communications, PepsiCo Beverages Americas
Moderator: Carol Cone, Managing Director & Executive Vice President, Edelman
- 3:00pm – 3:45pm** *Employee Engagement: New Lessons, New Conversations*
Tony Cervone, Senior Vice President & Chief Communications Officer, United Airlines
Eric Rubin, Director, Worldwide Communications, Pfizer Global Manufacturing
Bernadette Wade, Vice President, Global Internal Communications, PepsiCo
Moderator: Gary Grates, President & Global Managing Director, Edelman Change & Employee Engagement, Edelman
- 4:00pm** Buses Depart NYU for Edelman
- 4:30pm-5:45pm** Networking and Cocktail Reception – Edelman Rooftop
Special Address – **Shelby Coffey III**, Senior Fellow, Freedom Forum; Trustee, Newseum
- 5:45pm** Buses Depart Edelman for Dizzy’s Club (Jazz at Lincoln Center)
- 6:30pm – 8:45pm** New Orleans-style Dinner and Live Jazz Performance at Dizzy’s Club
Keynote - **Tom Cibrowski**, Executive Producer, Good Morning America, ABC News
- 9:00pm** Buses Depart for Hotel

DAY 2: Thursday, June 24, 2010

- 6:30am** Buses Depart Hotel for Bloomberg
- 7:30am – 8:30am** Bloomberg Breakfast Keynote and Tour
- 8:40am** Buses Depart Bloomberg for NYU, Vanderbilt Hall (Tishman Auditorium)

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- 9:30am – 10:15am** *Global Media Perspectives*
Panelists:
Rana Foroohar, Deputy Editor, International Business and Economics, Newsweek
Nik Gowing, Main Presenter, BBC World News
Nat Ives, Media Reporter, Advertising Age
Moderator: Michael Morley, Senior Counsel, Edelman
- 10:20am – 11:05am** “Every Company is a Media Company” – An Interview with...
David Carey, Group President, Condé Nast
Jonathan Miller, Chief Digital Officer, Chairman & CEO, Digital Media Group, News Corporation
Interviewed by: **Steve Barrett**, Editor in Chief, PRWeek
- 11:10am – 11:55am** *Public Affairs: Communicating Openly and Transparently*
Nicholas Genes, MD, PhD, Department of Emergency Medicine, Mount Sinai Hospital; Chair, Society of Academic Emergency Medicine's Social Media Committee; Founder, Grand Rounds
Ellen Miller, Co-Founder & Executive Director, Sunlight Foundation
Marc Monseau, Director, Corporate Communication & Social Media, Johnson & Johnson
Moderator: Ben Boyd, Executive Vice President & Director, U.S. Corporate Practice, Edelman
- 12:00pm – 1:10pm** *Conversations with Young Professionals* (Lunch Panel - Greenburg Room)
Nick Lucido, Associate Assistant Account Executive, Edelman; Former Daniel J. Edelman Inc. PRSSA Award Winner; BA, Michigan State University (2010)
Chi-Chi Millaway, Candidate for MS in Public Relations, New York University; BA, University of Michigan (2006); MA, Columbia University (2007)
Jonathan Woods, Account Executive, Edelman; BA, Howard University (2007)
Moderator: John Edelman, Managing Director, Edelman Global Engagement and Corporate Responsibility, Edelman
- 1:15pm – 2:15pm** *What's Next*
Dan Gillmor, Director, Knight Center for Digital Media Entrepreneurship (DME) & Kauffman Professor of DME, Arizona State University
Scott Heiferman, CEO & Co-Founder, Meetup
Adam Ostrow, Editor in Chief, Mashable
Steve Rubel, Senior Vice President & Director of Insights, Edelman Digital
Moderator: Russell Dubner, President, Edelman New York
- 2:15pm – 2:20pm** Closing Remarks from Edelman
- 2:30pm** First Buses Depart for Airport(s)
- 2:30pm – 4:30pm** Educators Exchange of Syllabi and Teaching Tips
Hosted by Syracuse University (Greenburg Room)
- 4:45pm** Last Buses Depart for Airport(s)