



The CEOs Summit I Convergence 2012 5th Annual Conference

"An official event of the Latin Media and Entertainment Commission and Advertising Week"



CONVERGENCE 2012

The CEOs Summit

Thursday October 6, 2011 | Time Inc | 8am - 5pm | New York City

The CEOs Summit
[Shaping the Future of Latin Media, Entertainment, Technology & Advertising]

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Conference Program

www.latinvision.com/conference/program.pdf



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The new 2010 Census results revealed that the Hispanic population has grown at an even faster rate than previously anticipated. Mass media, entertainment, technology and advertising companies are looking for ways to maximize their investment and reach among this growing consumer group. According to Mintel International, Hispanics will have a purchasing power of \$1.3 trillion by 2012; Latin American companies have also taken notice and are eager to reach this consumer.

The exciting and overwhelming opportunities will be discussed at the 4th CEO on October 6, 2011 at the Time Inc. Headquarters, located in New York City.

This highly successful event brings together executives from the main Hispanic mass media, entertainment, technology industries, and celebrities under the collaborative effort of the New York City's Latin Media, Entertainment Commission (LMEC), LatinVision Media (LVM), Interactive Advertising Bureau (IAB), Advertising Week (AW) and Time Inc.

This prestigious event will summon once again the big players of change, including: Google, Prisa, Univision, Televisa, Terra Networks, ESPN en Español and the best of Latin American media.

The Conference will consist of an intensive day with seven panels followed by a networking reception. The Summit expects more than 300 attendees. Topics that will be presented:

- New mass media and entertainment trends to adapt to changes and capture audiences.
- The importance of the distribution of the traditional business schemes and technology in the media.
- The latest technological advances and its applications in the Latin and Hispanic Media.
- Integration strategies among traditional and new social media. Its Challenges and opportunities
- Case studies on the traditional media and its adaptation to the digital space.
- New methodologies to captivate audiences and consumers.
- Marketing, advertising and public relations keys for today's Hispanic and Latin media.

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PARTICIPATION & SPONSORSHIP

To register for the Conference: www.latinvision.com/conference. To propose a speaker or topic, please send an e-mail to speakers@latinvision.com.

Current and previous sponsors include: Univision, ESPN Deportes, Prisa, ImpreMedia, V-me, Google, Yahoo, etc.

Benefits

Among the benefits offered to sponsoring companies of LatinVision Conferences' events are:

- Contribution to the [Conference program](#) and marketing strategy
- Speaking opportunities for senior company executives and participation in media activities
- Logo on all conference publicity and documentation
- Promotion on LatinVision Conferences' website
- Exhibition stand space at the conference
- Complimentary admission at the event for senior executives and clients

There are still opportunities available to sponsor the Summit. Please contact us as soon as possible or visit our sponsorship packages at www.latinvision.com/conference/sponsors.pdf

The promoters of the 2012 Conference would like to thank you in advance for your participation. In case you are not able to attend, you may access the conference via webcast, there will be complete coverage available at www.latinvisionlive.com

**This is an official event of
The Latin Media & Entertainment Commission of the City of New York**



For information on how LatinVision Conferences could work with your organization, contact us:

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PROGRAM

Note:

Management reserves the right to make changes to Conference's session, speakers and venue. All sessions are filled on a first come, first seated basis. Recording devices and cameras, still or video are prohibited in the Conference Room.

Time Am/Pm	General Theme	Presenter/Topic	Key Points
08:00 - 08:30	Registration	Check-in and Continental Breakfast	
08:30 - 08:45	Conference Welcome and Special Presentations	Welcoming remarks by: <ul style="list-style-type: none"> • To be announced • To be announced • To be announced • To be announced 	
08:45 - 09:00	Coffee Break and networking		
09:00 - 10:00	Panel 1	Panelists: <ul style="list-style-type: none"> • To be announced • To be announced • To be announced • To be announced Moderator: <ul style="list-style-type: none"> • To be announced Panel Presentation by: <ul style="list-style-type: none"> • To be announced 	
10:00 - 10:15	Coffee Break and networking		

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10:15 - 11:15 **Panel 2**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

11:15 - 11:30 **Coffee Break and networking**

11:30 - 12:30 **Panel 3**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

12:30 - 13:15 **Power Lunch and networking section**

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13:15 - 14:15 **Panel 4**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

14:15 – 14:30 **Coffee Break and networking**

14:30 - 15:30 **Panel 5**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

15:30 - 15:45 **Coffee Break and networking**

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15:45 - 16:45 **Panel 6**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

16:45 - 17:00 **Coffee Break and networking**

17:00 - 17:45 **Panel 7**

Panelists:

- To be announced
- To be announced
- To be announced
- To be announced

Moderator:

- To be announced

Panel Presentation by:

- To be announced

17:45 – 18:00 **Closing Remarks**

Introduction by:

- **Speakers:**

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18:15 - 20:30

**Cocktail Reception
and Networking
Event**

NYC Latin Media and Entertainment
Commission Reception in celebration
of the 2nd **Latin Media & Entertainment
Week**

- By invitation only -

Stage, Speaker, Business Networking and Event Managers:

Betty Ortega, SVP, [Mexicanal](#)

Amanda Smith, Owner, [Amanda Smith Caterers](#)

Marcelo Ballester, CTO, [LatinVision Media](#)

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LatinVision Media 2012 Conference Series
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Marketing Conferences

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Marketing to Latinas [Jun 14, 2012]

CONVERGENCE 2011

The CEOs Summit

October 6, 2011

Investing in Latin America & in the U.S. Hispanic Market

September 20, 2011

LATINVISION'S HispanicBusinessNetworking

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