

## Convergence 2010 The CEOs Summit Conference

Shaping the Future of Latin Media, Entertainment, Technology & Advertising

### Convergence2010

MONDAY, OCTOBER 4, 2010 | TIME WARNER CENTER | NEW YORK, NY

**The CEOs Summit**  
{ Shaping the Future of Latin Media,  
Entertainment, Technology & Advertising }

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# CONFERENCE PROGRAM

[www.latinvision.com/conference/program.pdf](http://www.latinvision.com/conference/program.pdf)

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## Shaping the Future of Latin Media, Entertainment, Technology & Advertising

Monday, October 4, 2010  
New York City

In the framework of the deep financial crisis, vertiginous technological advance and the increasing leading role of Latin America companies in the United States, the Hispanic mass media, entertainment, technology and advertising companies face urgent challenges: breaking through traditional structures, adapting, generating new strategies and reinforcing the media power that it possesses.

The causes of and responses to this premise will be discussed at the Convergence Conference (CC) on October 4, 2010 at the Times Center, located at 242 W. 41 St. in New York City.

This unique event assembles businessmen and businesswomen, celebrities and executives from the main Hispanic mass media, entertainment, and technology industries under the collaborative effort of the New York City's Latin Media, Entertainment Commission (LMEC), LatinVision Media (LVM) and the Interactive Advertising Bureau (IAB)

This prestigious event will summon once again the big players of change, in search of the keys to managerial success and related opportunities in the Latin and Hispanic market. The objective is to encourage the potential that it plans to invest in the Hispanic media and entertainment markets and bet on the improvement and updating of the technological sector.

After a successful outcome in 2009, the Convergence Conference is going for more. There will be dissertations by the heads of big corporations such as News Corporation, Telemundo, Univision, Televisa, New York Times, Google and the best of Latin American media, as well as famous celebrities.

The Conference will consist of one intensive day with eight-themed panels. Each panel is allowed time for debate and recommendation. At the end of the day, we will have a business networking reception. The Conference expects more than 300 attendees, who will be able to propose topics, concerns and contact each other before, during and after the conference by using our Online Community feature. Some topics that will be tackled:

- 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.
- Financial Strategies to bear the crisis.
- Additional Networking Opportunities.

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[www.latinvision.com/marketing](http://www.latinvision.com/marketing)

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## WHO WILL BE ATTENDING

- Corporate Communications Executives
- CEOs & Board members of publishing and interactive entertainment corporations
- Complementary areas of executive leadership (CFOs & COOs, etc),
- Select advisory firms, and select founders / senior managing partners of investment firms
- Venture capital and private-equity investors
- Entertainment, Media and Sports Executives
- Cable and Satellite Companies
- Government Officials
- Leaders in Education, Distance Learning and Training
- TV, Radio and Cable Broadcasters
- Corporate Marketing, Branding, and Agency Leaders
- Content Owners and Developers
- Wireless Industry Professionals
- Service Providers and Associations
- Sales, Marketing and HR Professionals
- Advertising Agency Thought Leaders
- PR Agency Thought Leaders
- Technology Gurus
- The Streaming Media Industry
- Entrepreneurs and Professionals

## PARTICIPATION & SPONSORSHIP

To register for the Conference: [www.latinvision.com/conference](http://www.latinvision.com/conference) To express your ideas or suggestions on speakers and discussion topics please send an e-mail to [speakers@latinvision.com](mailto:speakers@latinvision.com)

Many of the world's best known and most successful companies have chosen to become sponsors of LatinVision Conferences' events.

We work closely with each sponsor to create a distinctive package tailored to individual marketing and business development objectives. Our aim with all our sponsors is to foster a mutually rewarding and long-term partnership.

The cachet of being associated with LatinVision Conferences - a brand - recognized internationally over for holding forums which attract audiences of the highest caliber is only the starting point. We offer a wealth of other specific benefits to companies that choose to sponsor our conferences and events.

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## 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 places at the event for senior executives and clients
- Networking opportunities with delegates and speakers
- Opportunity to host cocktails or a lunch or a gala dinner
- Privileged access to senior executives and government officials

There are still opportunities available to sponsor the Conference and Event. We suggest that you contact us as soon as possible to take advantage of the benefits of this unique opportunity. See our media kit and sponsorship packages at [www.latinvision.com/conference/mediakit.pdf](http://www.latinvision.com/conference/mediakit.pdf)

The promoters of the 2010 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 or if you would like to keep track of the concepts, there will be complete coverage available at [www.latinvision.com/conference](http://www.latinvision.com/conference)

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

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## AGENDA

TIME AM/PM	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
07:30 - 08:00	Registration	Check-in and Continental Breakfast for Conference Participants	
08:00 - 08:15	Conference Presentation	Welcoming remarks by: Carlos Vassallo, CEO, <a href="#">LatinVision Media</a>	LMEC draws up his plan to make NYC the Latino media and entertainment capital of the world.
08:15 - 09:30	<b>Panel 1</b> <b>Social marketing among Hispanics</b>	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Panelist 1</li> <li>• Panelist 2</li> <li>• Panelist 3</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Juan Saldivar, CEO, <a href="#">Televisa Interactive Media</a></li> </ul>	
09:40 - 10:00	Coffee Break		
10:00 - 11:15	<b>Panel 2</b> <b>The New integrated marketing with Hispanics: Online + Mobile...and "other media"</b>	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Giuliano Stiglitz, CEO, Orange Advertising Network Americas - <a href="#">France Telecom Group</a></li> <li>• Panelist 2</li> <li>• Panelist 3</li> </ul> <p><b>Moderator:</b></p> <ul style="list-style-type: none"> <li>• Peter Blacker, EVP Digital <a href="#">Telemundo</a></li> </ul>	

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11:15 - 12:30 **Panel 3**

**Panelists:**

- Panelist 1
- Panelist 2
- Panelist 3

**Moderator:**

- Moderator

12:30 - 13:15 **Keynote Speaker and  
Power Lunch**

Keynote:

Lunch Provided by [Amanda Smith  
Caterers](#)

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

**Panelists:**

- Panelist 1
- Panelist 2
- Panelist 3

**Moderator:**

- Moderator

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

**Panelists:**

- Panelist 1
- Panelist 2
- Panelist 3

**Moderator:**

- Moderator

15:15 - 15:30 Coffee Break

15:30 - 16:30 **Panel 6**

**Panelists:**

- Panelist 1
- Panelist 2
- Panelist 3

**Moderator:**

- Moderator

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16:30 - 17:30 **Panel 7**

**Panelists:**

- Panelist 1
- Panelist 2
- Panelist 3

**Moderator:**

- Moderator

17:30 – 17:35 Closing Remarks

18:00 - 20:30 Cocktail Reception and  
Networking Event

Cocktails Provided by [Amanda Smith  
Caterers](#)

**Stage, Speaker, Business Networking, Event and Catering Managers:**

Betty Ortega, SVP, Mexicanal  
Liz Sarachek Blacker, SVP Digital Sales, Impremedia Digital  
Amanda Smith, Owner, Amanda Smith Caterers

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