

Convergence 2008 Conference



The Future of Latin Media, Entertainment and Technology Markets

Wednesday, October 15, 2008
New York Times [The Times Center](#) & [NASDAQ](#)
New York City

The 2008 Convergence [Conference](#) is the premier event for Latin media, entertainment, and technology CEOs and executives looking to grow their business and new opportunities with Latin audiences and to reach the mainstream. This one-day event brings the [best minds](#) in the Latino media, entertainment and technology markets and is presented by New York City's Latin Media and Entertainment Commission ([LMEC](#)) in partnership with [LatinVision](#) Media.

Mayor Michael R. Bloomberg established the LMEC in 2003 to make New York the capital of Latin media and entertainment in the world.

The conference will be presented in the form of thematic panels with questions from the audience and moderated by experts in their respective fields.

The 2008 Convergence: The Future of Latin Entertainment, Media and Technology Markets will feature:

- * Effective best practices to adopt new technologies to Latino media and entertainment
- * Case studies by top media players in the so-called traditional space, and how their outlets are adapting to the digital space
- * Technologies available for delivering information and entertainment via new channels
- * Efforts launched by both the private and public sector to create, promote and support Latin American arts and culture
- * Best practices in training, recruiting and retaining the best talent in the areas of marketing, advertising, new media, PR and technology
- * Case studies of new ventures and how they got started through financing
- * Networking event

The 2008 Convergence conference seeks to share and enhance a broader knowledge of industry's best practices to transform businesses and to better meet the demands of an increasingly mobile, fragmented, and elusive target audience. It will also showcase New York City's efforts to promote and support Latin culture and media as well as to how businesses can benefit and contribute to the future of Latin media, entertainment, and technology.

This year's conference will include a three-hour networking business reception at [NASDAQ](#), where industry, talent and the new entrants will be able to connect in a more relaxed environment at the crossroads of the world.

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SPONSORSHIP BENEFITS

Marketers who are interested in gaining exposure for their company and product at this event can choose from a number of different sponsorship opportunities, all designed to enhance brand recognition amongst a core audience of industry leaders and decision makers.

Sponsors of this event will enjoy the benefits of product and literature distribution, on-site signage, online exposure via the official event websites and LatinVision.com – the most recognizable name in connecting Hispanic companies within the business community.

The official conference program will be distributed to all the attendees in a magazine- like format as will the advertising message of our Platinum, Gold and Silver sponsors. All sponsors will be highlighted in the program.

Sponsors also enjoy recognition at the networking event to follow the conference.

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

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AGENDA

TIME AM/PM	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
07:00 - 08:00	Registration	Check-in and Continental Breakfast for Conference Participants	
08:00 - 08:15	Conference Presentation	Welcoming remarks by Carol Robles-Román, Deputy Mayor for Legal Affairs, The City of New York, LMEC Chairman Mario Baeza, Robert Lieber, Deputy Mayor of Economic Development and Janet Robinson CEO of the New York Times	LMEC draws up his plan to make New York City the Latino media and entertainment capital of the world.
08:15 - 09:30	Entertainment & Technology: The Natural Convergence	<p>U.S. Hispanics over index in the use of mobile media and digital technologies, and are increasingly using their computers and mobile devices as sources of information, entertainment and social networking.</p> <p>Top players in the Hispanic media landscape discuss how their respective outlets are embracing this trend and how to adopt new channels to better reach their audiences.</p> <p>Panelists:</p> <p>Ed Montes, EVP, Managing Director Havas North America</p> <p>Fernando Rodriguez, CEO of Terra Networks</p> <p>Rafael Urbina, CEO, Batanga</p> <p>Ramiro Sanchez, Head of Product, Reuters Consumer Media, Americas</p> <p>Ivan Braiker, CEO, HipCricket.com</p> <p>Moderator: Laurel Wentz, International Editor, Advertising Age</p>	<p>With media and entertainment converging in a digital world, media outlets can no longer limit their reach to one channel. Find out what media executives are doing to reach an ever-elusive audience.</p>

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09:40 - 10:00 Coffee Break

10:00 - 11:15

Changing Gears: TV, Radio and Print Media Join the Digital Revolution

Panelists discuss the challenges and opportunities faced by traditional media outlets in an increasingly digital-centric era, and how the so-called traditional media can adapt – and win- in this changing environment.

How to adapt and tailor your message in the face of the digital revolution.

Panelists:

Ruth Gaviria, CEO of Hispanic Ventures, Meredith Corp.

John Paton, CEO Impremedia

Lucia Ballas-Traynor, Publisher, People en Español

Tom Maney, SVP Advertising Sales Fox Sport en Español

Moderator: David Puente, Anchor, ABC News Exclusiva

11:15 - 12:30

Making New York City the Latin Media Capital of the World: Promoting the best of Hispanic & Latin America's arts and culture

From the Latin Grammy's to the Hispanic Theatre Festival, to the Latin Alternative Music Conference and to the New York International Latino Film Festival, the Latin Media and Entertainment Commission is transforming New York into a major center for Latin culture.

Panelists discuss ways to help create, promote and support Latino arts and cultural events in an effort to make New York City not only a destination, but also an experience for people around the world.

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11:15 - 12:30 **Making New York City the Latin Media Capital of the World: Promoting the best of Hispanic & Latin America's arts and culture**

Panelists:
Tomas Cookman, CEO Cookman International LAMC / Nacional Records
Julianne Cho, Director, Mayor's Office of Film, Theater and Broadcasting
Elizabeth Gardner, Executive Director NYC Latino Film Festival
Kate Levin, Commissioner, Department of Cultural Affairs
Gabriel Abaroa, President of the Latin Grammys

Moderator: LMEC Chairman Mario L. Baeza

12:30 - 13:15 **Power Lunch** Provided by [Amanda Smith Caterers](#)

13:15 - 14:15 **The Education Factor: Recruitment, Retention and Career Opportunities**

Panelists:
Jackie Bird, Former Chairwoman Association of Hispanic Advertising Agencies AHAA
Jeffrey Thompson, Vice President, Global Diversity, Disney
Susan Jurevics, VP of Corporate Marketing for Sony Corp of America and Chairwoman, Alumni Dpt, Media Entertainment, and Technology of NYU University, Stern School of Business
Mary Schmidt Campbell, Dean New York University, Tisch School of the Arts
Edwin Torres, Director, External Partnerships, Parsons The New School for Design

Moderator: Carlos Manzano, Executive Director Latin Media and Entertainment Commission

Education is key when training the talent that will handle the convergence of media, information and entertainment. You will learn here what educators are doing to form the best talent, where to find it and how to retain it.

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14:15 - 15:15

Meet the CEOs - Q&A Session

In the face of changing media habits among young Hispanics, the nation's largest Spanish-language networks are undergoing a revolution of sorts, adopting new technologies, turning to bilingual content online and most recently, offering thousands of hours of programming via Video on Demand (VOD.) Laura Martínez, contributing editor of *Multichannel News*, asks Spanish television networks CEOs to share with the audience some of the insights, challenges and opportunities around these changes.

Panelists:

Ray Rodriguez, President & COO
Univision Communications

Carmen M. DiRienzo, President, V-Me TV

Don Browne, President, Telemundo

Adrian Steckel CEO of Azteca América

Moderator: Laura Martinez, Editor,
Multichannel News

15:15 - 15:30

Coffee Break

15:30 - 16:30

Entrepreneurs and New Projects: Financing the Convergence

The creation of business is the engine that drives growth. But growth is only possible by matching visionary ideas with much-needed financing, either through venture capital, private equity or angel investors. Entrepreneurs discuss how they pitched their business idea to receive financial support, while investors share with the audience what is that they look for when committing capital to new ventures.

Financing is key when it comes to the creation of new business and the expansion of existing ventures in the Latino-targeted media and entertainment. Find out how a group of entrepreneurs and financiers got together to launch new business

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Panelists:

Mark Mackenzie, Digital Media,
Alliance Bernstein LP

Manuel García Durán, Chairman &
CEO, MIO.TV

Hernán López, NASDAQ - Mercado
Libre

Bob McCooley, SVP, NASDAQ

Moderator: José Fernández, Partner,
Latham & Watkins LLP

16:30 - 17:30

Technology: The Key to Convergence

The Media and Entertainment Industry is at the center of a maelstrom of technology driven change, and U.S. Hispanic media is not an exception. The industry's ability to adapt and embrace such changes will be crucial to determine its success or demise.

Google, Microsoft and AOL share insights and ideas on joining the convergence through the adoption of new technologies.

Panelists:

John Farrel, Country Director,
GOOGLE Mexico and Director of
Business Development Latin America

Chris Velasco, Director of Marketing
Americas, Microsoft Advertising

Ralph Rivera, SVP, AOL Latino

Moderator: Patrick Dolan, Chief
Administrative Officer, Interactive
Advertising Bureau

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17:30 – 18:30

**Retail Activation: The
Meaning of 360
marketing in the
Hispanic
Market**

In this world of fragmented media, capturing the consumer's attention is not easy. But beyond having a catchy commercial how do you influence and drive consumer behavior? The holy grail of marketing today is customer loyalty and the ability to reach consumers when they are most receptive to brand messages. That's why marketers are looking to activate their brands with a 360 degree approach that especially focuses on delivering influencing consumers either at home and in store where they are making critical purchase decisions.

Panelists:

Graciela Eleta, Univision

Liliana Gil, Director Global Marketing Services & Hispanic Strategy Lead, Johnson & Johnson

Jacqueline Hernández, COO of Telemundo

Jose Piñero, Director, Diversity and Multicultural Marketing, Microsoft

Rebeca Vargas, Multicultural JPMorgan Chase

Moderator: Chiqui Cartagena, Director, Multicultural Marketing, Meredith Corp.

18:30 - 21:00

Cocktail Reception and
Networking Event at
[NASDAQ](#)

Provided by [Amanda Smith Caterers](#)
and [Nuela](#) Restaurant

Stage, Speaker and Business Networking Manager: Betty Ortega, Taylor Primero