

Convergence 2009 Digital & Social Media Conference

Meet the Latin Disruptors of Media, Entertainment, Technology & Advertising
Followed by a Business Networking Event

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Wednesday, October 14, 2009 8AM to 6PM Conference | 6PM to 9PM Business Networking
Conference: New York Times -The Times Center | 242 West 41st. Street, New York, NY 10018

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Convergence 2009 Digital and Social Media Conference



Meet the Latin Disruptors of Media,
Entertainment, Technology & Advertising

Wednesday, October 14, 2009
New York Times [The Times Center](#)
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 14, 2009 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](#)) and LatinVision Media ([LVM](#)).

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 2008, 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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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

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

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- Speaking opportunities for senior company executives and Participation in media activities
- Logo on all conference publicity and documentation
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- Exhibition stand space at the conference
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- 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

The promoters of the 2009 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

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: Janet Robinson CEO of the New York Times; Robert Lieber, Deputy Mayor for Economic Development The City of New York; Carol Robles-Román Deputy Mayor for Legal Affairs The City of New York and Mario Baeza, Founder and Chairman, V-Me Media, Inc.; Carlos Vassallo, CEO, LatinVision and Carlos Manzano, Executive Director, Latin Media and Entertainment Commission | LMEC draws up his plan to make NYC the Latino media and entertainment capital of the world. |
| 08:15 - 09:30 | Panel 1 Media & Technology: Are Media companies in the General Market crossing over? | With almost 46 million of Hispanic population in U.S. today, which will reach about 105 Million by 2050 or about 25% of the U.S. Population, according to last projections by the Census Bureau, what are the U.S. Media companies doing to reach this audience? Are they in the General Market crossing over? CEOs of big Media companies will discuss the opportunities and potential benefits of whether or not to enter this market. What chances are there to integrate, buy or make partnerships between the English and Hispanic media? Or will they do it at all? Another obstacle is the attraction shown by media companies of Latin America and Spain for the US Hispanic consumer market, especially the Spanish speaking segment. How will they cope with this fact? | The Hispanic growth perspective demands on the media the adaptation of services for a multicultural and / or bilingual audience or both. Know what the local mainstream media companies are doing about it, what the potential benefit is. Opportunities. Integration between Hispanic and English media. New technologies to help. |

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How to use the new technologies to make it more efficient and generate new strategies to reach Hispanic consumers.

Panelists:

Cathy Baron Tamraz, President and Chief Executive Officer, Business Wire

Kevin Conroy, President Interactive Media Univision Communications

Mike Wehrs, CEO, Mobile Marketing Association

Mauricio Sabogal, Worldwide Managing Director, Initiative President, Mediabrands Latin America

Moderator: Carmen DiRienzo, President & CEO V-ME Media

09:40 - 10:00 Coffee Break

10:00 - 11:15

Panel 2 Opportunities to the Hispanic media: Expansion, Alliances and Partnerships.

The Hispanic Media and Entertainment industry face serious economic, political and social crises at the local and international level. Nevertheless, some companies have survived successfully, using technology to expand outside their natural boundary, promoting their services around the world, while also making alliances with other media companies. How can traditional media adapt and win in this changing environment?

This is the case of some Latin American media giants. CEOs will tell how they achieve their goals. What are the challenges and possibilities to expand outside their core markets and enter the Hispanic media industry? What are the keys to bear the crisis? What new strategies of marketing,

Latin America and Hispanic media chances to expand internationally, reach different audiences and establish strategic alliances.

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advertising and public relations are used to go beyond their markets?

Panelists:

John Paton, CEO, Impremedia

Luis Fernando Santos, CEO, El Tiempo Colombia

Brian Hopman, Regional Director of Broadcast Markets, Latin America & Southeastern U.S. , The Associated Press

Felipe Machado, Multimedia Editor for O Estado de Sao Paulo

Jeanniey Mullen, CMO and Global EVP, Zinio

Rick Marroquin, EVP Managing Director Media Brands

Moderator: Chiqui Cartagena, Author Latino Boom

11:15 - 12:30

Panel 3 Successful business strategies to reach the General Market: Hispanic Celebrities, case studies.

In a multimedia and multifaceted world, more possibilities are opened to generate local and international business and diffusion from the particular to the general market and vice versa. Hispanic and English artists are getting great results with a bilingual adaptation and a penetration to other business.

How the celebrities are getting success in different markets at the same time. Strategies of business and diffusion to reach more audiences.

The panelists will discuss why they consider it important to be in the Hispanic or English market or both or by switching from one to another. What potential opportunities do they see about the language and culture integration? How do they get triumph in different markets? What strategies are they using?

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Panelists:

Katherine Lewis, Deputy Head,
Fremantle Media Ventures

Lucia Ballas-Traynor, Publisher, People
en Español

Rafael Urbina, Chairman and CEO
Batanga Networks

Moderator: David Puente, Producer &
Writer CNN

12:30 - 13:15

Keynote Speaker and Power Lunch

Keynote: Joe Uva, President & CEO
Univision Communications

Lunch Provided by [Amanda Smith
Caterers](#)

13:15 - 14:15

Panel 4 Education: Latest trends of communication, marketing, publicity, technology and finances.

World reality demands not only
breaking and adjustment of old
technologies, but also changing of
theories and traditional work
methodologies.

Educators of prestigious schools and
corporate executives will discuss the
new educational training trends for
professionals in old and new media
including the influence of technology
as the driving educational force. What
changes do they present in their
actual curricula? What are the
strategies being used to reach media,
entertainment and technology based
business with this diverse working
force?

Panelists:

Jackie Bird, CEO Redbean Society

Liliana Gil, Co-Founder and VP of
Strategic Marketing, Acento Group

Training and education is
the first step to embrace
the digital age, reach a
success lead generation
and socio-economic
financial adaptation.

Learn more about the
changes and educational
trends in journalism,
marketing, advertising
and business.

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Manny Ruiz, CEO Hispanic PRWire

Joel Towers, Dean, Parsons The New
School for Design

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

14:15 - 15:15

Panel 5 Television and audiences: CEOs and the keys to media success

Hispanic television faces big challenges like adapting to the media revolution and new actors, strong rival multimedia, and more evasive consumers. Nevertheless, that media possesses the power of a Hispanic audience, which has grown up in USA.

Latin Hispanic Television has big opportunities over the new media challenges. New business methodologies of lead generation and audience captivation for TV.

CEOs of big Hispanic television channels will explain what audience captivation methodologies they are using. How do they take position over the competitors? What are the innovations of media business? What are the opportunities with the increase of Hispanic and Latin population in USA?

Panelists:

Juan Saldivar, CEO, Televisa
Interactive Media

Winter Horton, Chief Operating
Officer, Liberman Broadcasting, Inc.

Mario Baeza, Founder and Chairman,
V-Me Media

Adrian Steckel, CEO, Azteca Amèrica

Christopher Crommett, Former EVP
and General Manager CNN en Español

Moderator: Monica Coronati,
Journalist, former Bloomberg TV
Correspondent

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15:15 - 15:30 Coffee Break

15:30 - 16:30

**Panel 6
Retail: Where Does
the Purchase Cycle
Begin and How do
you Close the Deal?**

With the advent of new media and vast improvements on measurement and CRM (Customer Relationship Marketing), it has never been more important for the consumer to make her choice before she walks in the door. From a retailer standpoint, the “retailer brand” must exceed standards of service, value and innovation to delight the customer in-store. The Objective of this panel is to gain understanding on how to woo Hispanic consumers and make them customers for life

About forty nine million consumers with a purchasing power of \$1 trillion. What are your plans?

Panelists:

Peter Blacker, EVP Digital Telemundo

Bhavish Patel, VP, Interactive Media, Fox Sports International

Ivan Braiker, CEO, Hipcricket

Moderator: Ruth Gaviria, President and CEO Hispanic Business Ventures, Meredith Corp.

16:30 - 17:30

**Panel 7
Online innovation:
the power and engine
to create new trends.**

Internet as a platform of media creation, keeps surprising with fascinating and revolutionary ideas. Innovations that in short term have generated new social behaviors.

Experts will reveal how they capture massive audiences and teach them about new ways of consumption.

Many of them have successful growth in the Latin Hispanic world, as the powerful engine of search Google and the sites of social media networking sites such as Facebook, MySpace, LinkedIn and Twitter.

CEOs of these media phenomena will

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explain what breaks and changes they have done to take their projects forward. The best methodologies of marketing and advertising online. The keys to teach consumers new ways of media consumption.

Panelists:

Demian Bellumio, President and CEO, Hoodiny.com

Matias Perel, President and CEO Latin3

David-Michel Davies, Executive Director, International Academy of Digital Arts and Sciences

Michael Trigg, VP Marketing & Business Development Hi5

Nancy Hill, President & CEO American Association of Advertising Agencies

Moderator: Randall Rothenberg, CEO, Interactive Advertising Bureau

17:30 – 18:30

**Panel 8
“Making the Case for Hispanic”**

Interactive Advertising Bureau (IAB) is the interactive advertising industry trade association.

Hispanics represent one of the fastest growing most technically savvy segments in the US today but despite, the statistics, marketers have been reluctant to increase their marketing spending for this important growing segment.

The IAB membership has created a Hispanic Committee to address, discuss and find the best practices to effectively reach and engage the Hispanic consumer. Join leaders of IAB Hispanic Committee as they “Make the Case for Hispanic.” AOL Advertising, Terra Networks, Vidal and Ford Motors will present case studies and provide real cases showcasing

Discover how to efficiently use marketing, advertising and new digital and emerging technologies to reach and engage Hispanic consumers

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successful campaigns.

Panelists:

Alberto Ferrer, Managing
Partner/Director of Digital and Direct
Marketing, The Vidal Partnership

Mark Lopez, Co-Chair Hispanic
Committee Interactive Advertising
Bureau IAB and COO Terra Networks

Olivia Maloney, Director, US Hispanic
Sales & Solutions AOL Latino/AOL
Advertising

David Rodriguez, Multicultural
Marketing Manager, Ford Motor
Company

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

| | | |
|---------------|--|---|
| 18:30 - 21:00 | Closing Remarks | Carlos Vassallo, CEO, LatinVision Media and Manoel Baiao, CEO Neolink International |
| | Cocktail Reception and Networking Event | Cocktails Provided by Amanda Smith Caterers |

Stage, Speaker, Business Networking and Event and Catering Managers:
Betty Ortega, SVP, Taylor Primero; Liz Sarachek Blacker SVP Digital Sales Impremedia Digital;
Amanda Smith, Owner, Amanda Smith Caterers; Ana Ronconi, Conference Manager, LatinVision