



# The CEOs Summit | Convergence 2011 4<sup>th</sup> Annual Conference

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



## Convergence2011

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

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

- Overview
- Ticket Instructions
- Become a Sponsor
- Live Streaming
- Blog English | Portuguese
- Next Conferences
- NYC LMEC Media Week

**Time Inc.**  
LEAD SPONSOR

Logos: LATINVISION, NYC Latin Media & Entertainment Commission, iab., NetStairs.com, ADVERTISING WEEK

## Conference Program

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

FOLLOW US ON >>



# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

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 4<sup>th</sup> 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.

## Contents

### Description

Page 2

### Attendees Participation

Page 3

### Sponsorship

Page 3

### Agenda

Page 5

### Conference Series

Page 10

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

## PARTICIPATION & SPONSORSHIP

To register for the Conference: [www.latinvision.com/conference](http://www.latinvision.com/conference). To propose a speaker or topic, please send an e-mail to [speakers@latinvision.com](mailto: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](http://www.latinvision.com/conference/sponsors.pdf)

The promoters of the 2011 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](http://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:

Violeta Alba  
Conference Manager  
LatinVision Media  
Tel: (646) 519-3580  
Fax: (469) 533-4874  
Email: [violeta@latinvision.com](mailto:violeta@latinvision.com)

Daren Mckelvey  
Director of Business Development  
LatinVision Media  
Tel: (617) 291-6320  
Fax: (469) 533-4874  
Email: [daren@latinvision.com](mailto:daren@latinvision.com)

Carlos Manzano  
Executive Director  
Latin Media & Entertainment Commission NYC  
Tel: (212) 312.3899  
Fax: (212.) 618.5749  
Email: [CManzano@nycedc.com](mailto:CManzano@nycedc.com)

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

## PROGRAM

### Note:

Management reserves the right to make changes to Conference's session and speakers. 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	<b>Registration</b>	Check-in and Continental Breakfast	
08:30 - 08:45	<b>Conference Welcome and Special Presentations</b>	Welcoming remarks by: <ul style="list-style-type: none"> <li>• Carlos Vassallo, CEO, <a href="#">LatinVision Media</a></li> <li>• Carlos Manzano, Executive Director <a href="#">LMEC</a></li> <li>• Adrian Dickson, Global Head News Products, <a href="#">Thomson Reuters</a></li> <li>• Rachel Sterne, Chief Digital Officer, <a href="#">NYC</a></li> </ul>	Our hosts from the Thomson Reuters welcomes us and the city of New York will present a brief summary about what Mayor Bloomberg's Latin Media and Entertainment Commission (LMEC) is doing to make New York City the home of Latin Media.
08:45 - 09:00	<b>Coffee Break and networking</b>		
09:00 - 10:00	<b>Panel 1 Social Media and Marketing to Hispanics</b>	<b>Panelists:</b> <ul style="list-style-type: none"> <li>• Chris Cunningham, CEO, <a href="#">Appsavvy.com</a></li> <li>• Ana Roca Castro, Founder, <a href="#">Latism</a></li> <li>• Armando Rodriguez, General Manager, <a href="#">Yahoo</a></li> </ul> <b>Moderator:</b> <ul style="list-style-type: none"> <li>• Jorge Plasencia, Chairman &amp; CEO, <a href="#">Republica</a></li> </ul> <b>Panel Presentation by:</b> <ul style="list-style-type: none"> <li>• Marta Martinez, Chief Marketing Officer, <a href="#">MediaMath</a></li> </ul>	The largest social media networks are all present to discuss the past, present and future impact of Latinos in the digital revolution. Does the digital divide impact Social Media? What trends do they see? How has adoption in Latin America influenced US Latino behavior? Learn why Latinos are among the most loyal segments in social networks and how to reach them with meaningful content

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

10:00 - 10:15 **Coffee Break and networking**

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

**Panelists:**

- Carmen Di Rienzo, CEO, [V-me Media](#)
- Cynthia Hudson, SVP & General Manager of [CNN en Espanol](#).
- Jessica Rodriguez, SVP, Univision Cable Networks, [Univision Communications, Inc.](#)
- Martin Breidsprecher, CEO, [Azteca America](#)

**Moderator:**

- Viviana Hurtado, CEO, [The Wise Latina Club](#)

**Panel Presentation by:**

- Lizbeth Cardozo, Founder, [La Cosmopolatina](#)

Learn how both established and emerging content producers are attracting and retaining the attention of Latino audiences. Hear how the fragmentation of programming is influencing the content they develop. How are advertisers adapting their campaigns to better serve Latinos? How are producers and advertisers adopting mobile strategies to present their content anytime and anywhere?

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

11:30 - 12:30 **Panel 3  
Digital & Print Media  
The Effective  
Integrated Strategy**

**Panelists:**

- Monique Manso, Publisher, [People en Español](#)
- Alberto Vourvoulis, Managing Director, [Fox News Latino](#)
- Guido Conterno, CEO, [Grupo Diarios America](#)

**Moderator:**

- David Puente, Producer Anderson Cooper 360°, [CNN](#)

Hear from the leading publishers how the iPad and other mobile platforms are influencing the media business? Panelists bring a multi-national perspective and will present their views if digital media is cannibalizing or bolstering growth in the print media business. What do Hispanics want and advertisers expect of publishers?

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

## Panel Presentation by:

- Brian Hopman, General Manager, Latin American and Spanish Media Markets, [The Associated Press](#)

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

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

## Panelists:

- Antonio Cué, Investor, Owner Operator & President, [Chivas USA](#)
- Lino Garcia, General Manager, [ESPN Deportes](#)
- Felix Alvarez Garmon, SVP, Latin America, Caribbean & US Hispanic, [IMG](#)
- Vincent Cordero, EVP & General Manager, [Fox Deportes](#)

## Moderator:

- Saskia Sorrosa, Senior Director, Multicultural Marketing at [National Basketball Association](#)

## Panel Presentation by:

- Daren McKelvey, Director of Business Development, [LatinVision Media](#)

Those interested in knowing what's next in Hispanic and Latino sports advertising, marketing, and strategy won't want to miss this panel. Joining us is the owner of the LA based MLS soccer club; the SVP of the leading multi-national firm which represents athletes from nearly every professional league; two of the most respected television networks in sports, and the Senior Multicultural Marketing Director from the NBA.

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

14:30 - 15:30 **Panel 5 The future of brands, communities, content and technology The Agencies**

## Panelists:

- Alain Groenendaal, CEO, [Wing](#)
- Mauricio Sabogal, President of World Markets, [Initiative](#)

Agencies connect audiences with advertisers and this group of agency executives represents the leaders in the industry. How are agencies evolving to meet

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

- Matias Perel, CEO, [Latin3](#)
- Paul Lima, CEO, [Lima Consulting Group](#)

**Moderator:**

- Steven Wolfe Pereira, EVP, Managing Director, [MV42 /MediaVest Multicultural](#)

**Panel Presentation by:**

- Hilda Garcia, VP of Multi-Platform News & Information, [Impremedia](#)

the changing needs of the companies they represent and the audiences they want to reach? Brands need to be where their audience is. Are agency clients struggling to provide engaging content, to provide that content anytime and anywhere and in the platforms and channels most appropriate to the micro-segments the brands want to reach? Hear success stories from the agencies and brands that “get” latino advertising in the digital age.

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

15:45 - 16:45 **Panel 6  
The Business of Entertainment**

**Panelists:**

- Gabriel Abaroa, President & CEO, [Latin Grammys](#)
- Jacqueline Gonzalez, Executive Director, [National Academy of TV, Arts & Sciences](#)
- Rick Marroquin, Executive, [Creative Artists Agency](#)

**Moderator:**

- Michelle Caruso-Cabrera, Anchor and Reporter, [CNBC](#)

**Panel Presentation by:**

- Leylha Ahuile, Senior Analyst, [Intel](#)

Are you surprised that so many of the senior executives in America’s media companies are Latinos? We aren’t. We’ve brought together this all-Latino panel to discuss the challenges and opportunities they see. They will share their personal stories about their rise within the industry and their opinions about the future of entertainment. How are Latino influences changing mainstream media? How can advertisers take advantage of the trends in the entertainment business?

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

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

17:00 - 17:45 **Panel 7  
Multicultural  
Marketing to Latinos  
by Interactive  
Advertising Bureau  
(IAB)**

#### **Panelists:**

- Alvaro Palacios, VP Sales & Operations – Americas, [Prisa Digital](#)
- Mark Lopez, General Manager US Hispanics, [Google](#)
- Ruth Gaviria, SVP Corporate Marketing, [Univision](#)
- Ivan Braiker, Founder & CEO, [Hipcricket](#)
- Liz Sarachek-Blacker, Chief Revenue Officer, [Terra Networks](#)

Customers only see one "YOU". Brands need to speak directly to many audiences using a variety of platforms. With so many micro-conversations taking place, how do they maintain consistency? Learn how to get the most out of your multi-cultural marketing initiatives in a multi-platform world. Trends indicate that the fragmentation will accelerate and so will consumer insights.

#### **Moderator:**

- Patrick Dolan, EVP & COO [Interactive Advertising Bureau](#)

#### **Panel Presentation by:**

- Maria Cristina Rios, Multicultural Marketing Manager, [Macy's](#)

17:45 – 18:00 **Closing Remarks**

#### **Introduction by:**

- Lucia Ballas Traynor, Co-founder and EVP, [Cafemom's Mamas Latinas](#)

#### **Speakers:**

- Mario Baeza, Founder and Chairman, [V-me Media](#) & Chairman Latin Media & Entertainment Commission
- Seth Pinsky, President, [NYC Economic Development Corporation](#)

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. I New York City

18:15 - 20:30

**Cocktail Reception  
and Networking  
Event**

NYC Latin Media and Entertainment  
Commission Reception in celebration  
of the 2<sup>nd</sup> [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](#)

## **Contact Information**

Violeta Alba  
Conference Manager  
LatinVision Media  
Tel: (646) 519-3580  
Fax: (469) 533-4874  
Email: [violeta@latinvision.com](mailto:violeta@latinvision.com)

Daren Mckelvey  
Director of Business Development  
LatinVision Media  
Tel: (617) 291-6320  
Fax: (469) 533-4874  
Email: [daren@latinvision.com](mailto:daren@latinvision.com)

Carlos Manzano  
Executive Director  
Latin Media & Entertainment Commission NYC  
Tel: (212) 312.3899  
Fax: (212.) 618.5749  
Email: [CManzano@nycedc.com](mailto:CManzano@nycedc.com)

# The CEOs Summit Convergence 2011 4<sup>th</sup> Annual Conference



Thursday, October 6, 2011  
Time Inc. | New York City

LatinVision Media 2011/2012 Conference Series  
[www.latinvision.com/marketing](http://www.latinvision.com/marketing)



## Marketing Conferences

LATINVISION'S FEATURED EVENTS

Be among the first to receive updates, information and special deals about our events for 2011.

**Marketing  
to LATINOS**  
CONFERENCE SERIES

Banking and Finance [ Dec 1, 2011 ]

**2012**

Travel, Tourism and Hospitality [ Mar 1, 2012 ]

Sports [ Apr 12, 2012 ]

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

LATINVISION MEDIA CONFERENCES & EVENTS >>



→ Business Networking



→ CEOs Summit



→ Pathways to Prosperity



→ Marketing to Latinos Series

- Travel [www.latinvision.com/conference/travel](http://www.latinvision.com/conference/travel)
- Sports [www.latinvision.com/conference/sports](http://www.latinvision.com/conference/sports)
- Latinas [www.latinvision.com/conference/latinass](http://www.latinvision.com/conference/latinass)
- CEOs Summit [www.latinvision.com/conference](http://www.latinvision.com/conference)
- Banking [www.latinvision.com/conference/banking](http://www.latinvision.com/conference/banking)
- Investment [www.latinvisionfinance.com/conference](http://www.latinvisionfinance.com/conference)