

QUICK GUIDE TO CONFERENCE SESSIONS & EVENTS

2010 LOCAL ONLINE ADVERTISING

Sunday, 2/7	Session/Event	Room
5:30pm - 7:30pm	Registration	Sky Bar Entrance
6pm - 10pm	Super Bowl Party	Manhattan Sky Bar

Monday, 2/8	Session/Event	Main Speaker	Track	Room
8:30am - 5:30pm	Registration			Lobby
8:30am - 5:30pm	Exhibit Hall Open			Lobby and Foyer
9am - 10am	Continental Breakfast			Lobby
10am - 10:15am	Welcome & Opening Remarks	Gordon Borrell		Manhattan Ballroom
10:15am - 11:15am	Turning Hyperlocal into Hyperprofit	Jeff Jarvis	1	Manhattan Ballroom
11:15am - 11:45am	A Case for Converged Sales: How the Yellow Pages Sell Online	Patrick Marshall	1	Manhattan Ballroom
11:45 am - 12:15pm	The New Advertising Opportunity: Reputation Management	Matthew Berk	1	Manhattan Ballroom
12:15pm - 1:30pm	Five-Year Media Outlook	Kip Cassino	Lunch	Salon II
2pm - 3pm	Partnering With the Portals: Yahoo	Lem Lloyd	1	Manhattan Ballroom
2pm - 3:30pm	Broadcast Sites That Make the Grade: TV	Pat LaPlatney	2	Regency Room
3pm - 4pm	Partnering With the Portals: Google	Adrian Madland	1	Manhattan Ballroom
4pm - 5pm	Broadcast Sites That Make the Grade: Radio	Vic Savelli	2	Regency Room
4:15pm - 5:15pm	Partnering With the Portals: Microsoft	Peter MacDonald	1	Manhattan Ballroom
5:30pm - 6:30pm	Cocktail Reception			Manhattan Sky Bar

Tuesday, 2/9	Session/Event	Main Speaker	Track	Room
8am - Noon	Registration			Lobby
8am - 9am	Continental Breakfast			Lobby
8:30am - 8:45am	Summary & Preview	Conti/Atwood		Manhattan Ballroom
8:45am - 9:15am	What Main Street is Buying, and Why	Court Cunningham	1	Manhattan Ballroom
9:15am - 3pm	Exhibit Hall Open			Lobby and Foyer
9:20am - 10:20am	High Energy, Big Ideas, Big Bucks	Blinder/Caudill/Esayian	1	Manhattan Ballroom
9:30am - 10:15am	Tapping Key Categories: E-mail	Ruth Presslaff	2	Regency Room
10:20am - 10:50am	While You Were Sleeping...These Guys Ate Your Lunch	Michael & David Castello	1	Manhattan Ballroom
10:15am - 11:15am	Tapping Key Categories: SEO, Paid Search, Directories	Greg Sterling	2	Regency Room
10:50am - 11:15am	What Real Estate and Automotive Advertisers are Buying	Payam Zamani	1	Manhattan Ballroom
11:15am - 11:30am	Sponsored Break			Lobby
11:30am - 12:15pm	Newspapers Companies' Digital Future	Gary Pruitt	1	Manhattan Ballroom
11:30m - 12:15pm	Tapping Key Categories: Video	Harry Jessell	2	Regency Room
12:15pm - 1pm	Monetizing Social Networking	Tim Kendall	Lunch	Salon II
1pm - 1:30pm	Borrell Awards of Merit		Lunch	Salon II
1:45pm - 2:30pm	The Future of Local Media	Dave Morgan	1	Manhattan Ballroom
1:45pm - 2:30pm	Stand-alone Shopping Sites	David Vazdauskas	2	Regency Room
2:30pm - 3:30pm	What National Advertisers Want from Local Sites	Shawn Riegsecker	1	Manhattan Ballroom
2:30pm - 3:15pm	Mobile Advertising	Leslie Laredo	2	Regency Room
3:15pm - 3:55pm	Promotions, Coupons, Discounts & Contests	Matt Coen	2	Regency Room
4pm - 4:15pm	Summary/Closing	Gordon Borrell	1	Manhattan Ballroom