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The OgilvyOne Digital Summit

# AGENDA

Wednesday November 1, 2006

- 8:15 – 8:45 **Registration and coffee**
- 8:45 – 9:00 **Program opens**
- 9:00 – 9:15 **Kick off: *The Culture of Connection***  
Carla Hendra – Co-Chief Executive Officer, Ogilvy North America
- In the digital world (the only world there is now), connections are quickly and easily made and just as easily broken. How do we make sure our brands are among the relatively few trusted relationships that consumers believe in? What is the role of emotion, logic, technology and culture in bonding with today's consumers?
- 9:15 – 10:00 **Conversation: *Connect.me***  
Empowered, busy consumers with a multitude of choices cannot be pitched or easily persuaded – they expect to be intercepted and engaged. Today, how are consumers creating and expressing their identity, engaging with others and connecting to brands for entertainment, information and shared life experiences? How can marketers best involve and interact with consumers on their terms?
- Moderator: Michael Wolff – Author & Contributing Editor, *Vanity Fair*
- Panelists:
1. Simon Assaad – Co-founder & Co-CEO, Heavy
  2. Stewart Butterfield – Co-founder, Flickr
  3. Tom Gerace – Founder & CEO, Gather.com
  4. Shawn Gold – SVP, Marketing & Content, MySpace.com
- 10:00 – 10:45 **Perspective: *Long Tail Marketing***  
Chris Anderson – Editor-in-Chief, *Wired* Magazine, and author, *The Long Tail*
- 10:45 – 11:15 **Coffee break**
- 11:15 – 11:45 **Commentary: *Conversational Media (Why is Everybody Shouting? "First")***  
Ze Frank – Humorist, Technologist and Social Theorist
- 11:45 – 12:30 **Conversation: *Context and Connection***  
In the consumer-controlled .ME world, where personalized, on-demand content and context reign, what are the most promising business models for distributing content? Who is winning in the game of monetizing content? How do we anticipate this will change? What are the implications for advertisers?
- Moderator: Dennis Kneale - Managing Editor, *Forbes*
- Panelists:
1. Beth Comstock – President, Digital Media & Market Development, NBC Universal
  2. Peter Hirshberg – Chairman & CMO, Technorati
  3. Mike Kelly – President, AOL Media Networks
  4. Des McSweeney – Publisher, Economist.com
- 12:30 – 1:30 **Lunch**

- 1:30 – 1:45 **Afternoon program opens**
- 1:45 – 2:00 **Perspective: *Connecting Creatively***  
Shelly Lazarus – Chairman & CEO, Ogilvy & Mather Worldwide
- 2:00 – 2:15 **Premiere: *The .ME Generation***  
A cinematic exploration of the culture of connection around the world.  
Eric Wheeler – Managing Director, OgilvyInteractive N.A. & CEO, Neo@Ogilvy N.A.
- 2:15 – 2:45 **Perspective: *Episodic Marketing and Brand Journalism***  
Chris Wall – Co-Chief Creative Officer, Ogilvy New York
- 2:45 – 3:15 **Conversation: *User-Generated Content – A New Name for Something a Million Years Old***  
Chad Hurley – Co-founder & CEO, YouTube  
Host: Rory Sutherland – Vice Chairman, Ogilvy U.K.
- 3:15 – 3:45 **Coffee break**
- 3:45 – 4:15 **Presentation: *The Net Generation: Transforming Marketing***  
Brian Fetherstonhaugh – Chairman & CEO, OgilvyOne Worldwide  
Don Tapscott – Founder & CEO, New Paradigm
- The children of the baby boom – born 1978 - 1997 and numbering 80 million in the U.S. alone – are the first generation to come of age in the digital age. Insights from a new research study show how this generation of consumers is fundamentally different from all others before it.
- 4:15 – 5:00 **Conversation: *The Cult and Culture of Video***  
Digital has unleashed video content well beyond network/cable TV – and there is no turning back. What are the current and emerging platforms that will be debuting on screens everywhere from the home, to phones, to gas pumps? How will content be created in five years? What is the future of TV and video-based advertising? How will content and advertising production models change with the proliferation of professional and user-generated video?
- Moderators: David Apicella & Jan Leth – Co-Chief Creative Officers, Ogilvy New York
- Panelists:
1. Jeremy Allaire – Founder & President, Brightcove
  2. Nick Grouf – Co-founder, Chairman & CEO, Spot Runner
  3. Jon Kamen – Chairman & CEO, @radicalmedia
  4. Seth Haberman – Founder & President, Visible World
- 5:00 – 5:30 **Perspective: *From Atoms to Bits***  
Michael Tchao – General Manager, Nike Techlab Group
- It's no longer enough to have great products, even if you iterate and innovate them continuously. The new winning strategy is about engagement and experience, we're told, but what does that mean in practice? How does a venerable company like Nike make the move from product-is-all approach to interaction and relationship? What cultural changes are necessary to move from a focus on atoms to a focus on bits?
- 5:30 – 5:45 **Wrap up: *Continuing the Connection***  
Carla Hendra
- 5:45 – 7:30 **Cocktails and conversation**