

SUNDAY, OCTOBER 5, 5:05PM, KICK-OFF KEYNOTE

Speaker of the House Nancy Pelosi will be a kick-off keynote speaker.



NANCY PELOSI

Speaker of the United States House of Representatives

Since 1987, Nancy Pelosi has represented California's Eighth District in the House of Representatives. The Eighth District includes most of the City of San Francisco including Golden Gate Park, Fisherman's Wharf, Chinatown, and many of the diverse neighborhoods that make San Francisco a vibrant and prosperous community. Overwhelmingly elected by her colleagues in the fall of 2002 as Democratic Leader of the House of Representatives, Congresswoman Pelosi is the first woman in American history to lead a major party in the U.S. Congress. Before being elected Leader, she served as House Democratic Whip for one year and was responsible for the party's legislative strategy in the House. On January 4, 2007, she was elected Speaker of the United States House of Representatives.

SUNDAY, OCTOBER 5, 5:55PM

Drew Schutte will interview Showtime Chairman and CEO Matthew C. Blank and "Dexter" star Michael C. Hall for *Showtime's Unique Magazine Ad Buy*.



DREW SCHUTTE

Vice President and Publishing Director, *The New Yorker*

Prior to joining *The New Yorker*, Drew Schutte was the Vice President and Publishing Director of Wired Media and oversaw *Wired*, *Wired Digital*, and *Wired* brand extensions such as NextFest, the *Wired Store*, *Wired Home*, *Wired Mobile*, and *Wired Works*. In 2007, *Wired* was named to *Adweek's* "Digital Hot List." Mr. Schutte also launched the *Wired Store*, an annual holiday shopping destination for tech enthusiasts, and was instrumental in the creation of the spin-off magazine *Wired Test*, a must-have buyers guide for consumer electronics and gadgets. He has also held positions at *BusinessWeek, Inc.*, *PC Week*, and *PC Magazine*.

MONDAY, OCTOBER 6, 8:15AM

Ed Kelly will be a part of the panel *Reshaping the Model for Magazines*.



ED KELLY

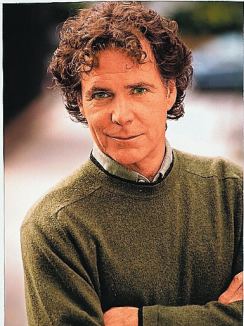
President and Chief Executive Officer American Express Publishing Corporation

Ed Kelly oversees the *Travel + Leisure*, *Food & Wine*, *Departures*, *Travel + Leisure Golf*, *Travel + Leisure Family*, *Executive Travel*, and *Black Ink* brands, in addition to a variety of businesses such as books, products, digital properties, events, and custom print and online programs geared for the affluent market. Under his direction, American Express Publishing has delivered year-over-year record profit and growth. In addition to advertising, he has strengthened consumer marketing operations, Web strategy, and the custom solutions division, which is now engaged in 60 partnerships. The company's international magazine presence spans 20 international editions covering nearly 60 countries. He is a founding co-chair of the magazine industry's Magazine Marketing Coalition, a campaign promoting the power and effectiveness of magazines.

Thank you to Adweek Media and SRDS for their sponsorship of the IMAG lunch on Sunday, Oct. 5

MONDAY, OCTOBER 6, 2:30PM

Edward Grinnan will be a part of the panel *New Uses for User-Generated Content*.



EDWARD GRINNAN

Editor-in-Chief & Vice President

Guideposts Publications and Guideposts.com

Edward Grinnan joined Guideposts Publications for what he thought would be a brief career stop—instead his work with the company turned into a passion. Today he is in charge of all magazine, online, and magazine-related content for Guideposts, a brand founded by Norman Vincent Peale, author of *The Power of Positive Thinking*. Guideposts' content is based on true, first-person stories generated largely by readers. With a paid monthly circulation of over two million, Guideposts is the original and still preeminent user-generated brand. Mr. Grinnan has an M.F.A in playwriting from Yale and a B.A. in English and Journalism from the University of Michigan.

TUESDAY, OCTOBER 7, 9:50AM

Rex Briggs will present *Why Magazines Are a Must-Have Medium for Advertisers*.



REX BRIGGS

CEO, Marketing Evolution

Rex Briggs is known as one of the world's leading experts in media effectiveness measurement. His expertise comes from direct experience measuring and improving the performance of a wide range of marketing programs on and offline. His firm's services help clients achieve insight from advertising and marketing measurement and increase ROI for their marketing spend. Recent clients include Ford, Kraft, Colgate, McDonald's, Nestle, Procter & Gamble and Kimberly-Clark. Mr. Briggs was named one of the dozen "Best and Brightest" in Media and Technology by *AdWeek*, and one of the people to "watch and learn from" by *BrandWeek*. He is also the author of the book *What Sticks: Why Most Advertising Fails and How to Guarantee Yours Succeeds*.

ADDITIONAL PROGRAM CHANGES:

Andy Sareyan, Executive Vice President, Meredith Publishing Group, will replace Jack Griffin on the panel *Reshaping the Model for Magazines* on Monday, October 6, at 8:15am.

Colin Kearns, Senior Editor, *Field & Stream*, will replace Anthony Licata on the panel *Cause Marketing/Edit in Magazines: What's Good For Your Readers...and Your Brand?* on Tuesday, October 7, at 8:35am.

David Zinczenko of Rodale will replace Peggy Northrop as the moderator of *Cause Marketing/Edit in Magazines: What's Good For Your Readers...and Your Brand?* on Tuesday, October 7, at 8:35am.

ENTER TO WIN!

Online video syndication company Voxant will be raffling off 5 Flip Video Camcorders on Monday night. Please stop by the Voxant table located outside the entrance to the Ferry Building's Grand Hallway to enter.



Program Updates

MONDAY, OCTOBER 6

2:30 – 3:30 **Concurrent C** **Colonial Room (Mezz. Fl.)**
New Uses for User-Generated Content
Alexandra Bandon replaced Scott Omelianuk

Alexandra Bandon
Multimedia Editor
This Old House Magazine

Alex Bandon oversees *This Old House's* coverage of This Old House television projects and edits its core service stories. She also manages content and writes "The Shelter Life" blog for thisoldhouse.com, which chronicles her life as an urban DIY'er. She has appeared several times on CNN's *Open House*, discussing a variety of home-related topics. Before coming to *This Old House*, Ms. Bandon wrote and edited lifestyle pieces for *The New York Times*, *The New York Times Magazine*, *Modern Bride* and *New York*, covering film, fashion, food and real estate. She began her publishing career as a freelancer for *House Beautiful*, *Ms.* and *Working Woman*.

*New Times for Tuesday General Sessions

TUESDAY, OCTOBER 7

7:45 – 11:30 **Conference Registration & Info Desk** **Italian Room (Mezz. Fl.)**

7:45 – 8:50 **Breakfast** **Colonial Room (Mezz. Fl.)**

GENERAL SESSIONS **Grand Ballroom (Mezz. Fl.)**

8:50 – 8:55 **Morning Open**

8:55 – 9:30 **Cause Marketing/Edit in Magazines**

9:30 – 9:35 **The Most Innovative Thing I've Done This Year**
Speaker: Mimi Valdes Ryan

9:35 – 9:40 **Ad Council Silver Bell Award**

9:40 – 9:50 **The Hard Sell in a Soft Economy:**
How Publishers Can Fight for More Ad Dollars

9:50 – 10:05 **Why Magazines are a Must-Have Medium**
for Advertisers

10:05 – 10:10 **The Most Innovative Thing I've Done This Year**
Speaker: Steve Sachs (Real Simple)

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- 10:10 – 10:50** **Monetizing Beyond the Ad Page**
- 10:50 – 11:00** **The Most Innovative Thing I've Done This Year**
Speaker: Jane Chesnutt and Carlos Lamadrid (Women's Day)
- 11:00 – 11:30** **Keynote**
Speaker: Arnold Schwarzenegger
- 11:30 – 11:35** **Morning Close**