



# 2010 JEGI Media & Technology Conference

## Retooling for Growth

### Program

FOUR SEASONS HOTEL, NYC | COSMOPOLITAN SUITE | JANUARY 21, 2010 | 12PM-7PM

12:00-12:25 PM

**REGISTRATION AND LUNCH SERVED**

12:25-12:30 PM

**OPENING REMARKS AND INTRODUCTION OF KEYNOTE SPEAKER**

Wilma Jordan, Founder & CEO, The Jordan, Edmiston Group

12:30-1:00 PM

**FIRESIDE CHAT**

KEYNOTE: Nada Stirratt, Chief Revenue Officer, MySpace

MODERATOR: Wenda Harris Millard, President, Media Link

1:00-1:10 PM

**WHICH WAY FOR M&A IN 2010?**

J. Andrew Damico, President & CEO, Intralinks

1:10-2:00 PM

**PANEL: DATA-DRIVEN MARKETING AND MARKETING ROI**

MODERATOR: John Rose, Senior Partner and Managing Director, Boston Consulting Group

PANELISTS: Al DiGuido, CEO, Zeta Interactive  
Rick Erwin, President, Data Division, Experian  
Russell Glass, CEO, Bizo  
Tom Phillips, CEO, Media6Degrees  
Michael Zimbalist, VP, Research & Development, New York Times Company

2:00-2:20 PM

**BREAK**

2:20-2:45 PM

**KEYNOTE PRESENTATION: BLOOMBERG'S RETOOLING OF BUSINESSWEEK FOR GROWTH**

*Introduction by Wilma Jordan*

Norman Pearlstine, Chief Content Officer, Bloomberg

2:45-3:00 PM

**CASE STUDY: DATA, DATA EVERYWHERE, NOT A THOUGHT TO THINK**

MODERATOR: Tolman Geffs, Co-President, The Jordan, Edmiston Group

PANELIST: Joe Zawadzki, CEO, MediaMath

3:00-3:50 PM

**PANEL: OPERATING IN A REAL-TIME MEDIA AND MARKETING WORLD**

MODERATOR: Heather Harde, CEO, TechCrunch

PANELISTS: Brad Brodigan, CEO, Biz360  
Dennis Crowley, Co-Founder, Foursquare  
Emily Nagle Green, President & CEO, Yankee Group Research  
Ari Paparo, Product Management Director, Google

3:50-4:00 PM

**EARNOUTS: RECENT DEVELOPMENTS AND THREE RULES OF THE ROAD**

James E. Abbott, Partner, Seward & Kissel

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4:00-4:20 PM

**BREAK**

4:20-4:40 PM

**CASE STUDY: TRANSFORMING EDUCATIONAL PUBLISHING TO EDUCATIONAL INFORMATION SERVICES - DEBUNKING THE POPULAR WISDOM**

MODERATOR: Michael Marchesano, Managing Director, The Jordan, Edmiston Group

PANELIST: Peter Davis, President, McGraw-Hill Education, McGraw-Hill Companies

4:40-5:00 PM

**STATE OF THE CAPITAL MARKETS**

*Introduction by Scott Peters, Co-President, The Jordan, Edmiston Group*  
Matthew Lyness, Senior Managing Director, GE Commercial Finance

5:00-5:30 PM

**KEYNOTE PRESENTATION: MONETIZING THE INTERNET – THE STATE OF E-COMMERCE AND ADVERTISING**

*Introduction by Scott Peters*  
Gian Fulgoni, Chairman, comScore

5:30 PM

**CLOSING REMARKS**

Wilma Jordan

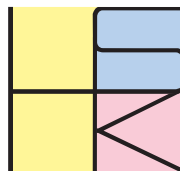
5:30-7:00 PM

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