

CTIA's
Wireless Internet Caucus
Leadership Council Summer Meeting

***Mobile Advertising:
Current Status and Future Direction***

*New York City
Columbia Business School &
Westin Hotel Times Square*

 **July 7th TUESDAY**

 2:00-4:00pm **Arrivals at The Westin New York**
Times Square; 270 West 43rd Street

 5:00 **Cocktail Reception –**
Sponsored by OpenMarket
Westin Times Square Atrium; 9th Floor



 6:30 **Dinner –**
Sponsored by Cequent
Shula's Steak House, Westin Hotel



Mobile Advertising:

Current Status and Future Direction

Thank you to yesterday's Dinner Sponsor:



Thank you to yesterday's Reception Sponsor:



LC Summer Meeting

Mobile Advertising: Current Status and Future Direction

9:00-9:20

Welcome Remarks:

Steve Largent, CTIA - The Wireless Association®

Bob Atkinson, Columbia Institute for Tele-Information

9:20-9:50

Keynote and Overview:

Eli M. Noam, Columbia Business School

9:50-10:45

Session 1 - The State of Mobile Advertising

BREAK BREAK BREAK

11:00-12:15

Session 2 - LBS and Presence in Advertising

Mobile Advertising: Current Status and Future Direction

12:15-1:45

Luncheon Keynote Address:

Eileen Harrington, Acting Director, Division of Advertising Practices Bureau, Bureau of Consumer Protection, Federal Trade Commission

1:45-3:00

Session 3 – Creative Innovations in Mobile Advertising

BREAK BREAK BREAK

3:20-5:00

Session 4 – Brand & Agency Perspective

5:00 PM

Reception Sponsored by Mojiva



Session 1 –

The State of Mobile Advertising





Moderator: Jill Rosengard Hill, SVP,
Frank Magid Associates

-  John Hadl, Managing Partner & Founder,
BrandinHand
-  Robert Hyatt, Executive Director, AT&T
-  Kerstin Nettekoven, Director, BT
-  Paul Palmieri, President & CEO, Millennial
Media

Session 2 –

LBS and Presence in Advertising

Moderator: Kate Kingberger, Director, WID; CTIA

-  Walt Doyle, CEO, uLocate
-  Kate Imbach, Director of Marketing, Skyhook Wireless
-  David Rogers, Executive Director, Center on Global Brand Leadership, Columbia Business School
-  Isaias Sudit, CEO, Loc-Aid

Luncheon Keynote Address

Self-Regulatory Principles for Online Behavioral Advertising

Eileen Harrington; Federal Trade Commission

Acting Director

Division of Advertising Practices

Bureau of Consumer Protection

Session 3 –

Creative Innovations in Mobile Advertising





Moderator: Athena Polydorou, Director, WID, CTIA

- 🍏 Larry Harris, CEO, Ansible
- 🍏 Chip Hoffman, CEO, Mobile Tag
- 🍏 Alan Rambam, President, Mobile Behavior, An Omnicom Company

Session 4 –

Brand Agency Perspective

Moderator: Gary Kibel, Partner, Davis & Gilbert

-  Mark Kaplan, Managing Director, GEM Strategy
-  Sean Rosenberg, VP, RCA/JIVE Label Group
-  Joe Sabol, VP, PointRoll
-  Jamie Wells, Mobile Director, OMD

Mobile Advertising:

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Thank you to our Reception Sponsor:



Simple. Mobile. Advertising

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CTIA WIC Leadership Council - Closed Meeting

9:00 *Welcome*

9:00-10:15 *Session 5 – Carrier Panel*

BREAK BREAK BREAK

10:30 – Noon *Session 6 –
WIC Strategy, Vision,
LC meeting Wrap Up*

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Session 5 – WIC LC Carrier Panel

**Moderator: Bryan Biniak, Managing Director and Founder,
Provenance Ventures, LLC**

- 🍏 Len Barlik, VP, Wireless & Wireline Services,
Sprint**
- 🍏 Will Hsu, VP, AT&T Interactive**
- 🍏 Jack McArtney, Associate Dir., Advertising &
Content Standards, Verizon**
- 🍏 Britt Wehrman, VP, Strategic Planning &
Operations, T-Mobile**

Session 6 –

WIC Strategy, Vision, LC meeting Wrap Up

-  Mobile Advertising Action Team – Metrics Development Discussion
-  LC interaction on the Summer Meeting, Advertising and Key Takeaways
-  Initiatives proposed, and Current Action Team discussion