

**MORNING**

- 10:00 – 10:30 **Coffee, Networking & Check-in**  
Thomson Reuters Building, 3 Times Square, 30<sup>th</sup> Floor, Carnegie Room
- 10:30 – 10:35 **Advisory Board Welcome**  
*Kickoff Message from Our Principal Event Sponsor, Facebook*
- 10:35 – 10:45 **Set-up, Ground Rules & Group Polling**
- 10:45 – 11:15 **Q2 2016: Is this the New Normal?**  
Anecdotally, the second quarter of this year has been unpredictable. Sales leaders have struggled to match market conditions with projections and past quarters. Has there been a permanent fall-off in Q2 revenues? Is the market consolidating more quickly than anticipated? Small group discussions followed by room-level analysis.
- 11:15 – 12:15 **Client Panel: Can *Your* People Make the Difference?**  
This provocative discussion features two of today's leading creative marketers discussing how truly great client/publisher relationships happen, how they are nourished and sustained, and how the people in your organizations do and don't end up making an impact.  
*Special Guests: Andrew Markowitz, GM, Performance Marketing Labs, GE;*  
*Jay Altschuler, VP Media & Partnerships, Samsung Electronics America;*  
*Moderated by Wenda Harris Millard, President & COO, MediaLink*
- 12:15 – 12:30 **Morning Recap, Housekeeping**  
*A Word from Our Luncheon Sponsor, Krux*
- 12:30 – 1:15 **Casual Networking Luncheon & Business Break**

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**AFTERNOON**

- 1:15 – 2:00 **“Why They Stay, Why They Go.” The Upstream/SellerCrowd Mobility Study.**  
*For the second time, we joined forces with SellerCrowd to field a major directional study of the factors that foster loyalty or spark wanderlust among sellers like yours. We’ll offer both the data and the color commentary from the SC message boards that can help your recruiting and retention efforts in the months ahead. Presentation of findings followed by 15-minute small group discussions.*  
*Presented by: Clayton Gran, Founder, SellerCrowd & Doug Weaver, Founder & CEO, Upstream Group*
- 2:00 – 2:15 **The Case for Millennials**  
*You’ve heard all the stereotypes and caricatures of the generation that’s become a bigger part of our workforce with each passing year. But is there a huge upside that’s being undervalued and underutilized? Dust off your participation trophy and get ready for a provocative discussion.*
- 2:15 – 2:45 **The Care & Feeding of Your Top Talent**  
*As a provider of “HR for Humans,” Namely has a unique perspective on how dynamic companies are making creative use of policies, benefits and culture to attract, retain and empower their most valuable employees. Might there be a simple approach or innovation that your company is missing?*  
*Special Guest: Ashley Pellicione, Director of People, Namely*
- 2:45 – 3:15 **Coffee & Networking Break**  
*A Word from Our Entertainment Sponsor, comScore*
- 3:15 – 3:55 **Peplematic: The Human Side of Organizational Sales Automation**  
*For years the Seller Forum has framed the discussion about how programmatic automation of the sales process was going to reshape sales forces. But how is it actually playing out within major media sales organizations? Programmatic leaders from three major organizations speak candidly about lessons learned, sellers empowered and whether/how programmatic tools are being wielded by the mainstream seller.*  
*Special Guests: Evan Adlman, Head of Programmatic, Conde Nast;  
Chip Schenck, VP Programmatic Sales & Strategy, Meredith Corporation;  
Jeremy Hlavacek, VP Global Automated Monetization, The Weather Company*

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**END OF DAY AND EVENING**

- 3:55 – 4:00 **Dinner & Entertainment Preview and Housekeeping**  
*A Word from Our Dinner Sponsor, PubMatic*
- 4:00 – 4:10 **Snap Analysis: Highlights & Themes from the Poll in One Slide**
- 4:10 – 4:40 **“Reviewmagedon!” – What’s Behind These Massive Media Agency Reviews?**  
*With decades of experience in the trenches of Madison Avenue and at the leading edge of digital media, Mark McLaughlin sees an opening: all those big marketers holding reviews are a fresh opportunity for publishers and media companies. Mark will share deep insights into how marketers are changing and what it means for sellers. The investment community loves SaaS and the agencies want machines, but marketers want consultative partners – real people who can deploy their company’s assets to address the marketer’s needs. The core upstream insight is more important than ever before – but conversations with marketers need a refresh.*  
*Special Guest: Mark McLaughlin, President, McLaughlin Strategy*
- 4:40 – 5:00 **Forum Recap & Group Observations**  
Forum Concludes
- 5:00 – 5:30 **Open Time & Transition to Dinner Venue (10-minute walk)**
- 5:30 – 7:30 **The Seller Forum Networking Dinner**  
*Refinery Hotel Rooftop, 63 W 38th Street – near the corner of 38th & 6th Avenue*  
Sumptuous Food, Quality Libations, Great Conversation, Come & Go  
*Underwritten by PubMatic*
- Portraiture by Ian Sklarsky, Blind Contour/Mixed Media  
*Underwritten by comScore*