

**FINAL AGENDA**

- 10:00 – 10:30**      **Coffee, Registration & Seating**  
Welcome Message from our Principal Event Sponsor, Facebook
- 10:30 – 10:45**      **Opening, Set-up, Ground Rules, Group Polling & “Dead Ideas”**
- 10:45 – 11:15**      **Rethinking Space, Time & Collaboration**  
Our physical spaces, tools and days are too often structured in ways our work is not. Your people are not sharing like you might assume they are. Led by a provocative video segment on “why work doesn’t get done at work,” this candid peer-to-peer discussion will uncover hacks, tips, best practices and counterintuitive drivers of the collaboration and productivity to help your business survive and thrive.
- 11:15 – 12:15**      **Transformation & Disruption at the Speed of Light: Lessons from 17 Years of Tracking Digital**  
After 17 years of tracking digital across 35 countries, Cole looks at why most companies cannot turn themselves around even when they know disruption is coming and why only a few manage to adapt. What is it about a company’s mission, marketing and leadership that can keep it moving forward and evolve even as headwinds from new competitors and changing habits of consumers get in the way? Why are some of the most successful companies in history facing greater challenges than any other company ever has and how will they deal with those challenges? Why will some companies continue to be vital while others become historical footnotes? In this provocative keynote, Jeff addresses these questions, and takes yours as well. With Special Guest Jeffrey Cole, Center for the Digital Future, USC Annenberg
- 12:15 – 12:30**      **Morning Recap & Takeaways**  
Message from our Luncheon Sponsor, Salesforce DMP
- 12:30 – 1:10**      **Luncheon & Networking**
- 1:10 – 1:55**      **Winning More in a Time of Less**  
More is always better. Until it’s not. JP Morgan Chase went from buying 400,000 sites to 5,000 -- with no drop-in effectiveness. YouTube just set limits on its creator monetization program, thinning the influencer herd significantly. Volume is in retreat and value is on the march. Does this moment represent a new change in the value equation for publishers and sales leaders? How do you now define premium audiences, experiences and outcomes? In this provocative, highly interactive panel discussion clients, analysts and other industry stakeholders dig in.  
Special Guests Angela Dalton, Guggenheim Partners; Jason Kint, Digital Content Next; Donald Williams, EVP, Chief Digital Officer, Horizon Media, Moderated By: Scot McLernon, Executive Strategist, Upstream Group

- 1:55 – 2:00**      **Message from our Dinner Sponsor, PubMatic**
- 2:00 – 3:00**      **Great Ideas. Every Day.**  
Conventional wisdom tells us that the best ideas win. But when confined by your current internal relationships, processes and economic constraints, ideation can be painful and lose priority and focus. Great organizations flip the script; instead of segregating the brainstorm into a creative ghetto once a year or once a quarter, they ideate every day. In this experiential, hands-on mini-workshop created for Seller Forum, seasoned facilitator Elton Hassall gives you a toolkit for driving successful, long-term innovation. Led by Elton Hassall, Innovation Expert and Senior Facilitator, NowVation & futurethink
- 3:00 – 3:20**      **Networking and Refreshment Break**  
Message from our Entertainment Sponsor, comScore
- 3:20 – 3:35**      **Poll Results & Analysis**
- 3:35 – 3:55**      **Weekly Team Meeting? Suck No More!**  
If you've ever felt like asking "Is anyone out there?" during your weekly team meeting, then stay tuned for this rapid-fire tutorial on planning and programming memorable team gatherings.  
Presented by Doug Weaver, Upstream Group
- 3:55 – 4:45**      **Brace Yourselves! New Processes, Products & People to Win in 2017 & Beyond**  
Arguably no firm is closer to more media, advertising and technology companies than MediaLink. As a result, they have a special view of the dead ideas in business, operations and talent that are too often holding media companies back. In this candid session MediaLink leaders Cleary Simpson and Laurie Rosenfield discuss organizational design and talent sourcing, and offer real-world case studies of how thriving companies are structuring themselves and their teams to identify challenges and opportunities and nimbly respond in our dynamic marketplace.  
With Special Guests Laurie Rosenfield, Managing Director, Talent@MediaLink & Cleary Simpson, Managing Director, MediaLink
- 4:45 – 5:00**      **Post-Game Show & Closing**  
Analysis of key points and conclusions from today's Forum by members of the Seller Forum Advisory Board.
- 5:00 pm**      **Forum Concludes**
- 5:30 – 7:30**      **The Seller Forum Networking Dinner**  
Spyglass Rooftop at the Archer Hotel | 47 West 38th Street | 22nd floor