

Hearst Tower | 8th Avenue @ 57th Street | 44th Floor | Manhattan

- 10:00 – 10:30** **Coffee, Registration & Seating**  
Welcome Message from our Principal Event Sponsor, *Facebook*
- 10:30 – 10:45** **Opening, Set-up & Ground Rules**
- 10:45 – 11:15** **Reconsidering the Carrot: Non-Traditional Comp & Incentives**  
“Freakonomics” tells us that all behavior is tied to incentives; but are the incentives in our comp plans really matching the sales behavior we need in today’s market? This discussion will focus on non-traditional compensation models and the tips, tricks and hacks that can drive new behavior and results.
- 11:15 – 11:25** **Don’t Do That... DO THIS!**  
**Practical Management Hacks for Real Life**  
A series of peer-presented interstitial talks offer one piece of practical advice that leads to new business behavior and outcomes, presented throughout the day.  
**Hack # 1** from Ann Lundberg, *Scripps Networks Interactive*  
Presented by Doug Weaver, *Upstream Group*
- 11:25 – 12:05** **Disrupting Your Own Agency Relationship: Horizon Tells You How**  
Horizon executive Sarah Baehr, EVP, Managing Partner of Digital Investment speaks candidly about how sales organizations can put new life in the agency relationship by understanding business imperatives and operational cycles that define the agency’s world today. **Interviewed by Scot McLernon, Upstream Group**
- 12:05 – 12:10** **Don’t Do That... DO THIS!**  
**Hack # 2** from Brian Quinn, *OpenSlate*
- 12:10 – 1:00** **Networking Lunch**  
Message from our Luncheon Sponsor, *Salesforce DMP*
- 1:00 – 2:25** **Publishers: Is This Your Moment?**  
Reach matters, but marketers want more: safety, transparency, control, and intricate solutions. The platforms may be here forever, but they can’t deliver all marketers want and need. Publishers are taking the future into their own hands.
- 1:00 – 1:45** **Data, Coopetition & Non-Traditional Alliance: A Look Inside the “Open AP” Consortium**  
**Special Guests:** Dan Aversano, SVP, Ad Innovation & Programmatic Solutions, *Turner*; Gabe Bevilacqua, SVP of Product Management, Advanced Advertising, *Viacom* & Noah Levine, SVP, Advertising Data & Tech Solutions, *Fox Networks*
- 1:45 – 2:00** **Structured Discussion**
- 2:00 – 2:25** **Owning the Strategy: Rethinking the “Publisher” Role... Existentially**  
**Special Guest:** Keith Grossman, Global CRO, *Bloomberg Media*

- 2:25 – 2:35**      **Don't Do That... DO THIS!**  
Hack #3 from Jeremy Steinberg, Seller Forum Advisory Board & Former Sales Leader, *The Weather Company*
- 2:35 – 3:00**      **Afternoon Networking Break**  
Message from our Dinner Sponsor, *PubMatic*
- 3:00 – 3:40**      **Jumping the Line with Publicis**  
Publicis executive **Helen Lin**, **President of Digital Investment & Global Partnerships** shares her POV on why investment decisions are made, how publishers can better navigate ideas through the agency, and what it takes to stand out in a crowded field vying for her attention and budgets. **Interviewed by Pooja Midha**, *ABC Television Network*
- 3:40 – 3:50**      **Don't Do That... DO THIS!**  
Hack # 4 from Sheila Buckley, *Business Insider*
- 3:50 – 4:00**      **Poll Results & Analysis**
- 4:00 – 4:05**      **Message from our Entertainment Sponsor, comScore**
- 4:05 – 4:40**      **Looking for Love in All the New Places**  
What we do is so much bigger than “digital media” and it’s time to start looking beyond digital media budgets. Johnson & Johnson executive **Sylvie Schnaier**, **Director, Creative Agency & Content Partnerships** is tasked with solving high-level, horizontal business problems for the organization. Hear what she needs and what she’s not (yet) getting from potential partners. **Interviewed by Doug Weaver**, *Upstream Group*
- 4:40 – 4:55**      **Post-Game Show & Analysis**
- 4:55 – 5:00**      **Forum Concludes**
- 5:30 – 7:30**      **The Seller Forum Networking Dinner**  
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