

MORNING

- 10:00 – 10:30 **Coffee, Networking & Check-in**
Hearst Tower, 8th Avenue at 57th Street, 44th Floor
- 10:30 – 10:35 **Advisory Board Welcome**
Kickoff Message from Principal Event Sponsor, Facebook
- 10:35 – 10:45 **Set-up, Ground Rules & Group Polling**
- 10:45 – 11:30 **It's Raining Video Dollars but Who's Really Getting Wet?**
Video is a high-value, high-margin and growing factor in the online revenue equation, but it's also often misunderstood. Boards and CEOs have come to expect heavy sell-through and instant revenue. But how are video dollars really being spent and with whom? Legendary, provocative researcher Geoff Ramsey tackles the question in this insightful and energetic presentation and Q&A.
Geoff Ramsey, Chairman & Chief Innovation Officer, eMarketer
- 11:30 – 11:50 **Discussion One: Content Marketing & Native; How Much to Start the Engine?**
Creative marketer solutions can assume a myriad of shapes and styles. But we can all agree on the need for economic sanity in fielding them. Does your company set and enforce minimum spending limits to engage in CM and native programs? And what are the best practices you use to keep programs from going off the rails?
- 11:50 – 12:20 **The Changing Face of the Digital CRO**
There was a time when leading digital sales meant hiring and running an effective sales force. Now it's equal parts technology, vision, creativity and Kevlar. Greg Sedlock of Spencer Stuart has watched and lived the transformation of the role, and shares trends and insights in a thoughtful, intimate conversation with the Seller Forum Community. Whether you're a CRO today or want to be one, it's a discussion you can't afford to miss.
Greg Sedlock, Head of Technology, Media & Telecom Practice, Spencer Stuart
- 12:20 – 12:30 **Morning Recap, Housekeeping**
A Word from Our Luncheon Sponsor, Krux
- 12:30 – 1:15 **Casual Networking Luncheon and Business Break**

(CONTINUED)

AFTERNOON

- 1:15 – 2:00 **“The Client Will See You Now.” Exploring the New Brand-Publisher Relationship**
Publishers and media sales leaders are in the early stages of a richer and more complex relationship with brands. ‘Clients’ don’t want standard pitches or boilerplate ideas; they want unique data and creative insights and an ability to bring their brand and yours in close alignment. In this highly interactive and provocative panel discussion we’ll examine what just might be the beginning of a creative renaissance.
Jessica Drapiza, AVP Digital Learning, L’Oréal Americas & Chris Paul, VP Media & Acquisition, Squarespace. Moderated by Randy Kilgore, Principal, Kilgore Media
- 2:00 - 2:30 **Discussion Two: Social Publishing & Distribution: Is the Juice Worth the Squeeze?**
Many publishers are creating distribution relationships with SnapChat, Instagram and other social platforms with the promise of reaching more readers and viewers and generating new monetization opportunities. But has it been worth the effort so far? What are your company’s experiences and how do you judge the opportunities?
- 2:30 – 2:50 **Coffee and Networking Break**
A Word from Our Entertainment Sponsor, comScore
- 2:50 – 3:00 **Snap Analysis: Highlights and Themes from the Poll in One Slide**
- 3:00 – 3:40 **The Integration Challenge: Merging Programmatic and Direct Sales**
Private Marketplaces and other sophisticated programmatic strategies have emerged, and your sellers are likely hearing about them – or competing with them – every week. But is the programmatic IQ of the direct digital seller where it needs to be? Or is programmatic sales still living on an island in your company? In this highly-focused conversation you’ll learn whether integrating direct and programmatic is even a good idea, and hear trends and strategies to make it happen.
Matt Prohaska, Principal, and Scott Bender, Global Head of Publisher Strategy and Business Development, Prohaska Consulting.
- 3:40 – 4:00 **Discussion Three: Reviewing Your People; More Gain, Less Pain**
The annual performance review can be the “Family Thanksgiving” of manager/seller interaction; fraught with emotion and accomplishing very little. What tools and strategies do you and your company deploy to professionalize the review process and make it empowering and valuable for you and your sellers?

(CONTINUED)

END OF DAY AND EVENING

- 4:00 – 4:10 **Dinner and Entertainment Preview and Housekeeping**
A Word from Our Dinner Sponsor, PubMatic
- 4:10 – 4:40 **The Year of Digital Sales Excellence: Can We Live It?**
At last month's IAB Annual Leadership Meeting, Doug Weaver laid out "The 4 P's of Digital Sales Excellence" – Process, Practice, Pathos and Point of View – and challenged attendees to set new standards for sellers in 2016. In this intimate, detailed follow up talk, he details the steps and tactics that will drive compliance around the 4 P's.
Doug Weaver, Founder & CEO, Upstream Group, Seller Forum Host
- 4:40 – 5:00 **Discussion Four: Forum Recap and Group Observations**

Forum Concludes
- 5:00 – 5:30 **Open Time and Transition to Dinner Venue (5 Minute Walk)**
- 5:30 – 8:30 **The Seller Forum Networking Dinner**
Robert NYC, Two Columbus Circle, 9th Floor, Atop the Museum of Arts and Design

Sumptuous food, quality libations, great conversation, come and go
Underwritten by PubMatic

Piano Jazz by Thomas McEnvoy (Birdland, Dizzy's)
Walking portraiture by watercolorist and on-location illustrator Anthony Kieren
Underwritten by comScore