

<sup>the</sup> **internationalist** Conference Series

---

**media**  **matters**

---

in association with **publicitas**  **Latin America**

**Hilton Blue Lagoon- SALON 1**

Tuesday May 12, 2009; 8AM through Lunch  
5101 Blue Lagoon Drive  
Miami, FL 33126  
(305) 262-1000/ [www.hilton.com](http://www.hilton.com)

**The Internationalist's MEDIA MATTERS series** is a new concept in connecting people and exchanging ideas. It gathers together key thinkers on international marketing/media issues and challenges them to discuss today's opportunities in a fast-paced forum of debate and interaction.

Today's marketer is grappling with the reinvention of brand building, which is now technologically-driven and consumer-controlled in a constantly changing marketing environment. Consumers and business decision-makers are telling marketers when, where and how they want to be targeted, so there needs to be measurable, interactive campaigns across all media platforms. In short, marketers need to address four basics today to be effective: innovation, digital, integration, and accountability.

**Program:**

8:00—Registration Opens & Breakfast Begins

9:00—Welcoming Remarks and Introduction to MEDIA MATTERS-  
Amelie Ferro, CEO Publicitas Charney/Palacios

*The Day's Moderator:* Deborah Malone, Founder- **The Internationalist**

9:15—10:00 **INNOVATION**

**Redefining Innovation for Latin America Now**

Marketers' innovation, originality and resourcefulness needs to continually expand as the competitive marketplace challenges brands to devise imaginative ways to reach their audiences online and via other "out-of-the-box" avenues. Targeting consumers and customers using unconventional methods in novel ways is today's gold standard for outstanding creative ideas.

- Camilo Concha, President- PHD Network, a media specialist division of Omnicom
- Paul Suskey, CEO- Media8, Miami's digital communications agency that connects marketers with Latinos
- Natasha Marvin, Channel Marketing Manager/Latin America- Cisco

10:00—10:15 Coffee & Networking Break

10:15—11:00 **DIGITAL**

**Digital Solutions Across the Region- Local Best Practices for a Global Medium**

As Microsoft's Steve Ballmer proclaimed at a recent industry conference, all media will ultimately be created and delivered digitally. Digital offers richness in information management, communication delivery, on-demand metrics --- and --- portability. The challenge: Are marketers skilled enough to keep pace and take advantage of this rapidly changing landscape?

- Matias Comella, Regional Online Marketing Manager/Latin America & the Caribbean- Symantec
- Joel Bary, CEO-Latin Medios, a global provider of digital media and marketing solutions
- Paul Meyer, Vice President-Digital, Publicitas Charney/Palacios

11:00—11:15 Coffee & Networking Break

11:15—12:00 **GROWTH**

**Anticipating New Growth- The Next Marketing Opportunities for the Region**

According to the World Advertising Research Council (WARC), Latin America is set to experience the highest level of total growth throughout the world in 2009, with advertising expenditure in the region rising by 11% this year. Where will this growth occur? How does this affect the relationship balance between the region and multinational headquarters?

- Fernando Cimato, Imaging and Printing Group-Hewlett-Packard
- Luis Perillo, Regional Sales & Marketing Director- Hilton Hotels
- Michael Jones, CEO Latin America- Mediaedge:cia

12:00—Luncheon

**THIS EVENT IS MADE POSSIBLE BY PUBLICITAS- CHARNEY PALACIOS**



**Publicitas-Charney Palacios**, since 1980, is highly recognized in the U.S. as the leader and most experienced company in the representation of Latin America's most important media, working very closely and successfully with advertising/media agencies and clients managing advertising budgets for the region. They are a proud company of Publicitas, the Swiss based global leader in advertising sales for multi- media offers world-wide, with sales teams in 63 offices across four continents.

**the internationalist**

Created in January 2003 by Deborah Malone, **The Internationalist** was launched to connect the people and ideas in international advertising, marketing and media. Today **The Internationalist** has become a trusted source for international best practices, and is dedicated to the business needs and challenges of international marketing professionals as they participate in multinational branding and campaign building. **The Internationalist** is now IN PRINT, ONLINE and IN-PERSON-all to better serve the needs of this community.