

2001

BOARDS SUMMIT

December 4 & 5, 2001 Universal City Hilton & Towers, Los Angeles

A Brave New Commercial World
Creativity • Convergence • Commerce

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-  Call Carol Cooke at 416.408.2300 ext. 462
-  Fax this completed form:
Attention Carol at 416.408.0870
-  Email: ccooke@brunico.com
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Brunico Communications Inc.
366 Adelaide St. W., Suite 500, Toronto, Ontario M5V 1R9
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REGISTRATION FORM

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ALWAYS READ THE FINE PRINT:

FULL PAYMENT IS REQUIRED PRIOR TO CONFERENCE DATE

To qualify for early bird rates, payment in full must be received by the early bird deadline. The sponsors and management of this conference reserve the right to change the program date, meeting place and content, and assume no liability for the changes. Notice will be supplied in the event of such changes.

*CA sales tax where applicable. *All prices are quoted in US dollars.

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CANCELLATION POLICY

Should you be unable to attend this event, we require cancellation notice in writing on or before November 12, 2001 at 5 p.m. EST. We regret that any cancellation made after this date will not be eligible for a refund. All cancellation refunds are subject to a \$150 administration fee. All prices are quoted in US\$. Should you wish to transfer your registration to an alternative member of your organization, please inform us by phone, a minimum of 24 hours prior to the conference, at 416-408-2300 x462. If for any reason whatsoever the conference is cancelled, the liability of Brunico Marketing Inc. shall be limited to reimbursement of the conference fees.

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B O A R D S S U M M I T
December 4 & 5, 2001 Universal City Hilton & Towers, Los Angeles

A Brave New Commercial World Creativity • Convergence • Commerce

This year, Boards looks at the changes taking place in the commercial production industry, and addresses head-on, the opportunities, obstacles, challenges and solutions for the stakeholders in the business – from advertiser to post production house. TV viewing is softening, but at the same time, new opportunities and windows are opening up for those in the commercial production business. This conference is all about how the business is evolving and where the opportunities are now and in the future!

What's New This Year

- Longer panel sessions, more Q&A time
- More presentations
- More networking opportunities
- Day One Cocktail Reception
- Luncheon Features: "Locations Showcase" and "Interactive Pitch!"

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AGENDA: (ADDITIONAL SPEAKERS TO FOLLOW)

DAY ONE: TUESDAY, DECEMBER 4, 2001

8:45 - 9:45

CONFERENCE CHAIR OPENING REMARKS AND INDUSTRY STAKEHOLDERS PANEL

Opening the conference will be our stakeholders panel comprised of senior representatives from all aspects of the business and from around the globe. These industry leaders will set the stage for the next two days of conference discussion, presentation and debate. They will raise major issues facing the industry such as: Increased competition for fewer boards, shrinking budgets, understanding and maximizing new technologies, and the constant pursuit of new talent and efficient production methods.

CONFERENCE CHAIR: TBA

Presentations and Panel Discussion:

- Robert Brooks, Production Consultant, Former Comml. Prod. Mgr., Procter & Gamble Productions
- Pat Joseph, Managing Director, The Mill Facility Limited
- Ariel Piluso, Executive Producer, Flehnerfilms
- David Perry, Executive VP/Director of Broadcast Production, Saatchi & Saatchi
- Frank Scherma, Co-Proprietor & President, @radical.media
- Matthew Stillman, Managing Director, Stillking Film Group

9:45 - 10:45 – Keynote Address:

“BRAVE NEW COMMERCIAL WORLD: A UNILEVER PERSPECTIVE”

- Alan Rutherford, Head of Worldwide Media, Unilever Plc

10:45 - 11:10 – Networking Break

11:10 - 12:10

THE CLIENT PERSPECTIVE...our panel of clients discuss key issues from their perspectives.

This panel will examine the issues faced by the client, including:

- What does the future hold for commercials? Are commercials dying out in favor of other marketing tools?
- Choosing who to work with when roles and expertise of agencies and production companies are constantly changing and evolving. Are agencies really partners?
- Dealing with tight budgets and improving your knowledge of what can and can't be done at every stage of production. What do the costs mean and are they worth it?
- Making money out of ideas . . . and selling those ideas up through the organization.
- Consultants: How to use them, and how are they changing the way business is done?

Presentations and Panel Discussion:

- Robert Brooks, Production Consultant, Former Comml. Prod. Mgr., Procter & Gamble Productions
- Jim Gosney, Production Consultant, MRA Advertising/Production Support Services Inc.
- Rob Guenette, VP of Marketing & Global Advertising Director, Molson Canada
- Alan Rutherford, Head of Worldwide Media, Unilever Plc...and others

12:10 - 1:20 – Lunch – **LOCATIONS SHOWCASE**

1:20 - 2:40

MAXIMIZING NEW DISTRIBUTION CHANNELS

Online, wireless and other windows offer new opportunities for producers and advertisers. What are the challenges, both creatively and executionally? This panel will examine how new distribution channels have changed the way messages are sent and how they have expanded the creative and business opportunities for agencies, production companies, directors and interactive shops.

Case studies/Presentations and Panel Discussion:

- Matt Freeman, CEO, Tribal DDB/North America
- Stacy Jolna, Chief Programming Officer & VP, TiVo Entertainment Group
- Bridget Steele, Sr. Program Manager, Developer Relations, Microsoft TV Group...and others

2:40 - 3:40

FROM IDEA TO SCREEN: THE CREATIVE BIDDING PROCESS TODAY

Agency producers, creatives and top production company players weigh in on the state of the bidding process. At issue: What works, what doesn't; the challenges of creating a dialog and building trust around issues of creativity, cost and client expectations; the relationship between agency producers and production companies; the real role of executive producers and directors in bringing a spot to life before the cameras roll.

Panel Discussion:

- **Moderator:** Jon Kamen, Co-Proprietor & Chairman, @radical.media
- Stephen Dickstein, President & Partner, Partizan
- Stephen Orent, Executive Producer, hungry man
- Greg Popp, Group Executive Producer, DDB Chicago Inc.
- Adrian Harrison, Managing Director, RSA Films/Black Dog Films Ltd.
- Peter Friedman, EVP, Director of Broadcast Production, McCann Erickson Worldwide

3:40 - 4:00 – Networking Break

4:00 - 4:50

BEYOND 30 SECONDS: THE NEW COMMERCIAL...THE LATEST CASE STUDIES!

Case studies and Panel Discussion:

- Doug Pippin, Sr. VP & Creative Director, Saatchi & Saatchi
- Lee St. James, Sr. VP & Creative Director, Saatchi & Saatchi
- Frank Scherma, Co-Proprietor & President, @radical.media
- Tom Stepanchak, Manager Marketing Communications, BMW North America
- Kathleen Mulhern, Managing Director, Covered Bridges (Interpublic/Liberty Livewire Alliance)

4:50 - 5:00 – Chairperson's Wrap-Up

5:00 – Cocktail Reception

Accommodation:

Universal City
Hilton & Towers
555 Universal Terrace Pkwy.
Universal City, CA

Mention the Boards Summit conference or Brunico Marketing to secure the preferred rate of \$135 (single or double room). This rate will be offered based on availability in the block until November 3, 2001.
Call 818-506-2500 or 800-727-7110 to make your reservation.

For sponsorship opportunities call: Tom Symes (416) 408-2300 ext. 255, tsymes@brunico.com

Sarah Eberts ext. 422, seberts@brunico.com

For speaking opportunities call: Kathy Hamill (416) 408-2300 ext. 421, khamill@brunico.com

DAY TWO: WEDNESDAY, DECEMBER 5, 2001

9:00 - 10:00 – Keynote Panel:

HOLLYWOOD VS. MADISON AVENUE: IS THERE A WINNER?

Our marquee panel of industry leaders and celebrity directors on the blending of the entertainment and commercial worlds...

10:00 - 11:15

CREATIVE CRITIQUE: IT'S ABOUT THE WORK...BUT IS IT WORKING?

Our experts, including top creative directors, producers and research/testers critique the year's best and worst commercials and discuss creative trends, and what's working with consumers.

Case studies and Panel Discussion:

- Paul Rothwell, Managing Director, Gorgeous Enterprises
- Eric Silver, SVP & Creative Director, Cliff Freeman & Partners
- Roger Camp, Creative Director, Wieden & Kennedy
- Eric Villain, Sr VP Managing Partner, Millward Brown
- Tammy Hwang, Sr VP & Sr Planner, McCann Erickson

11:15 - 11:30 – Networking Break

11:30 - 12:30

TALENT AND TECHNOLOGY: DRIVING FORCES IN THE EVOLUTION OF COMMERCIALS

Top post animation and effects talent talk about the technology and the artistry employed in bringing those amazing commercial images to life. Using examples, they'll discuss the tools they use to interpret the director's vision and their own; addressing the question of when high end systems are used and why; the evolution of desktop technology; and future challenges in image-making.

Case Studies and Panel Discussion:

- Fred Raimondi, Creative Director/Visual Effects Supervisor, Digital Domain
- Jerry Spivack, Creative Director/Henry Artist & VFX Supervisor, Ring of Fire
- Alex Frisch, Visual Effects Supervisor/Artist, Method Studios...and others

12:30 - 2:00 – Lunch – **INTERACTIVE PITCH!**

2:00 - 3:00

THE WIRED FACILITY OF THE FUTURE: MANAGING YOUR DATA, MAKING IT PAY

What will the wired facility of the future look like, and how will it pay off for all the stakeholders in the business in terms of time, money and productivity? Our panel looks at digital asset management from all angles.

Presentations and Panel Discussion:

- Janette Bradley, Director, Avid Media Solutions
- Greg Caplan, Joint CEO, Final Cut
- Pat Joseph, Managing Director, The Mill Facility Limited...and others

3:00 - 3:20 – Networking Break

3:20 - 4:15

THE CONTINUING EVOLUTION OF THE AGENCY

Agencies continue to be agents of change, morphing to provide the best value for their clients while keeping an eye on the bottom line for the agency. At the same time, production and editorial companies - and even advertisers - are beginning to reexamine the business they are in, and how they can expand their expertise and increase value. How are agencies continuing to evolve to remain relevant to their customers, and who are the leading 'agents of change'? What does this continuing evolution mean for clients and what kind of projects are developing out of these new structures?

Presentations and Panel Discussion:

- David van Eyssen, Writer/Director/Digital Protagonist, Stone Tiger Entertainment
- Sam Walsh, President, New Nomads
- Mike Windsor, CEO, OgilvyInteractive Worldwide...and others

4:15 - 4:45

HIP VS. HYPE: NAVIGATING THE CROWDED DIRECTORIAL LANDSCAPE

Creatives and producers are facing more choices than ever in talent to execute their collective visions. Where is the new talent coming from? How does the savvy agency player separate the genuinely talented wheat from the glossy yet shallow chaff with the sensory overload coming out of music, out of feature film, out of design, and out of nowhere. In an over-crowded field of aspiring talent, how do production companies decide who to bank on and how to make those directors accessible to the right boards. Is it all style and no substance?

Panel to include:

- Moderator: Sandy Hunter, Associate Editor, Boards Magazine
- Clair Grupp, Head of Broadcast Production, Cliff Freeman & Partners
- Bob Moore, Creative Director, Fallon Minneapolis
- Julia Reed, Managing Director, Harry Nash (London)
- Jeff Stark, Director/Owner, Stark Films

4:45 - 5:10 – STAKEHOLDERS WRAP UP

CONFIRMED SPEAKERS INCLUDE:

Janette Bradley, Director, Avid Media Solutions

Robert Brooks, Production Consultant, Former Commercial Production Manager, Procter & Gamble Productions

Roger Camp, Creative Director, Wieden & Kennedy

Greg Caplan, Joint CEO, Final Cut

Stephen Dickstein, President & Partner, Partizan

Matt Freeman, CEO, Tribal DDB/North America

Peter Friedman, EVP, Director of Broadcast Production, McCann Erickson Worldwide

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Sam Walsh, President, New Nomads

Mike Windsor, CEO, OgilvyInteractive Worldwide

Howard Woofinden, CEO, Executive Producer, Milk and Honey Films...and others

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