

The Festival of Media LatAm is proud to announce the outline topics and speakers for this year's event. Formats and timings to follow in final agenda announcement

## DAY ONE: THURSDAY 13 OCTOBER

### WELCOME & INTRODUCTION

#### SESSION ONE: GLOBAL INTEGRATION: LATIN AMERICA AND THE WORLD ECONOMY

##### Latin America: Rising on the global stage

- **Hernando de Soto**, president, Institute for Liberty and Democracy

##### Latin Talent: The rise of Latin advertising and media thinking

- **Philippe Krakowsky**, chief strategy and talent officer, Interpublic Group

##### Latin Opportunities: The future of media and broadcasting in Latin America

- **David Zaslav**, chief executive and president, Discovery Communications

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### NETWORKING BREAK AND SHOWCASE SESSIONS

#### SESSION TWO: MEDIA GETS PERSONAL

##### Understanding Social Media

- **Alexandre Hohagen**, vice president, Facebook-Latin America
- **Nicole German**, head of marketing, for Canada and LatAm, LinkedIn
- **Glenn Brown**, director of business development, Twitter

##### Marketing in the data economy

- **Jan Gerits**, director of business intelligence and development – Omnicom Media Group Latin America
- **Henrique de Castro**, president global media, mobile and platforms, Google
- **Oskar Hjertsonsson**, vice president LatAm, Groupon

### NETWORKING BREAK AND SHOWCASE SESSIONS

#### SESSION THREE: LATIN AMERICAN BRANDED CONTENT

- **Rich DelCore**, director, global brand entertainment, Procter & Gamble
- **Lovina McMurchy**, general manager consumer & online division, Microsoft, Latin America
- **Iván Florez**, creative vice president, Americas at Liquid Thread, Starcom
- **Jack Alfandary**, senior vice president sales and new business development, Fremantle Media Latin America

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### REFRESHMENTS

#### SESSION FOUR: TOUR OF LATIN AMERICAN MEDIA INNOVATION

Introduced by: **Adriana Mendizabal**, marketing director, Visa Latin America

- **Pedro Cabral**, chairman, Isobar Global Team, Aegis
- **Natalia Vasco**, chief executive, Havas Media International
- **Michael Jones**, chief executive LatAm, MEC
- **Jorge Guglielmone**, chief executive LatAm, Mindshare
- **Julian Porras**, chief executive LatAm, OMG
- **Monica Gadsby**, chief executive Latin America and U.S. Multicultural, Starcom Mediavest
- **Edgar Tarazona**, managing director LatAm, Mediabrand
- **Nicolás Ramonde**, country manager Uruguay, Initiative
- **Annetta Cembrano**, chief executive MediaCom Chile, GroupM

# DAY TWO: FRIDAY 14 OCTOBER

## WELCOME & INTRODUCTION TO DAY TWO

### SESSION FIVE: CONSUMER CHANGE IN LATIN AMERICA

#### Lessons from Latin America's top consumer-facing company

- **Woods Staton**, president and chief executive, Arcos Dorados
- **Raúl Mandiá**, chief marketing officer, Arcos Dorados

#### Latin Luxury: Rise of a new consumer – panel discussion

- **Carlos Ferreira**, chief executive and founder, MCF Consultoria
- **Ruud Smeets**, founder and chief executive, Elysians
- **Diego Stecchi**, head of LatAm & Caribbean, Salvatore Ferragamo

#### Consumer-centric marketing

- **Rob Master**, vice president, Media Americas, Unilever

## NETWORKING BREAK AND SHOWCASE SESSIONS

### SESSION SIX: SPORTING PASSIONS, BRAND BENEFITS, NATIONAL IDENTITIES

- **Alfonso Rodés**, deputy chief executive, Havas and chief executive, Havas Media
- **Raí Souza Oliveira**, footballer and entrepreneur
- **Randy Ramson**, senior vice president of commercial – Latin America, SABMiller
- **Alexandre Cardoso**, marketing director, Terra LatAm & US

## NETWORKING BREAK AND SHOWCASE SESSIONS

### SESSION SEVEN: THE EVOLUTION OF MEDIA

- **Juan Carlos Urdaneta**, president, TBS LatAm
- **Frederic Kachar**, chief executive, Editora Globo
- **Manoel Lemos**, general digital director, Abril Media
- **Emilio Aliaga**, deputy director of digital and new media, Televisa

## REFRESHMENTS

### SESSION EIGHT: MEDIA ACCELERATOR PROGRAM

The Media Acceleration Program (MAP) features innovative and exciting media businesses from Latin America pitching to win delegate's votes to become *Festival of Media LatAm Hot Company of The Year*, in association with IMS.



See the previous MAP:

[www.festivalofmedia.com/global/map](http://www.festivalofmedia.com/global/map)

## CLOSE



The Festival  
of Media  
**LatAm 2011**

AWARDS

Chair and moderators to be announced