



Council Chair – Terri Walter – Avenue A | Razorfish

AGENDA
Emerging Media Council
Thursday, May 1, 2008
2:30 – 4:30PM

The State of Mobile Marketing

SCHEDULE	PRESENTATIONS	PARTICIPANTS
2:30 – 2:35PM	<i>Welcome</i>	William Cook PhD The ARF
2:35 – 2:45PM	<i>Introductions</i>	Terri Walter Avenue A Razorfish
2:45 – 3:05PM	<i>The State of the Mobile Market</i>	Evan Neufeld m:metrics
3:05 – 3:25PM	<i>Don't Panic! A Mobile-er's Guide to Brand Impact Studies</i>	Joy Liuzzo InsightExpress
3:25 – 3:45PM	<i>Mobile as an Extension of Traditional Consumer Marketing</i>	David Gill Nielsen Mobile
3:45 – 4:05PM	<i>Google Mobile and What's Next</i>	Deepak Anand Google
4:05 – 4:25PM	<i>Q&A and Panel Discussion</i>	All
4:25 - 4:30PM	<i>Closing and Next Steps</i>	Terri Walter Avenue A Razorfish