### Tuesday, October 15, 2013

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<tr>
<th>Time</th>
<th>Event</th>
<th>Room</th>
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<tbody>
<tr>
<td>2:00 p.m.</td>
<td>Check-In Opens</td>
<td>Grand Foyer</td>
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<tr>
<td>4:00 p.m.</td>
<td>Afternoon Keynote: Marketing Challenges for the Future&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>SPEAKER:</strong>&lt;br&gt;Joel Ewanick, Managing Partner, Global Auto Systems, Inc.&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>Q&amp;A:</strong>&lt;br&gt;Finbarr O’Neill, President, J.D. Power</td>
<td>Sponsored by: AutoGuide.com Group</td>
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<td>4:45 p.m.</td>
<td>Afternoon Keynote: Transparency: A Candid Conversation with Scott Painter&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>SPEAKER:</strong>&lt;br&gt;Scott Painter, Founder and Chief Executive Officer, TrueCar, Inc.&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>Q&amp;A:</strong>&lt;br&gt;Finbarr O’Neill, President, J.D. Power</td>
<td>Sponsored by: AutoGuide.com Group</td>
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<tr>
<td>5:45 p.m.</td>
<td>Meet &amp; Greet Reception</td>
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<td>8:00 p.m.</td>
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### Wednesday, October 16, 2013

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<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>7:00 a.m.</td>
<td>Check-Ins</td>
<td>Grand Foyer</td>
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<tr>
<td>7:30 a.m.</td>
<td>Networking Breakfast</td>
<td>Bellagio Ballroom</td>
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<tr>
<td>8:45 a.m.</td>
<td>Welcome and Announcements</td>
<td>Grand Ballroom 4-9</td>
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<tr>
<td>9:00 a.m.</td>
<td>J.D. Power Automotive Marketing Review: How Digital Living Impacts the Automotive Industry&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>PRESENTER:</strong>&lt;br&gt;Ariane Walker, Senior Director, Media &amp; Marketing Solutions, J.D. Power</td>
<td>Grand Ballroom 4-9</td>
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<tr>
<td>9:45 a.m.</td>
<td>Morning Keynote: Starting Something Special&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>SPEAKER:</strong>&lt;br&gt;Michael Accavitti, Senior Vice President, Automobile Operations, American Honda Motor Co., Inc.</td>
<td>Sponsored by: AutoGuide.com Group</td>
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<tr>
<td>10:30 a.m.</td>
<td>Networking Break</td>
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<td>10:50 a.m.</td>
<td>Reaching Millennials: The Power of Original Premium Content&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>MODERATOR:</strong>&lt;br&gt;Mike Shields, Digital Editor, Adweek&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>PANELISTS:</strong>&lt;br&gt;Andrew Budkofsky, Executive Vice President, Sales and Partnerships, Break Media&lt;br&gt;Luke Callis, Senior Vice President, Sales and Strategy West Coast, VEVO&lt;br&gt;Jay Sampson, Executive Vice President, Sales and Operations, Machinima&lt;br&gt;Randy Shaffer, Director - Xbox West Sales, Microsoft&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>Need for Speed</strong>&lt;br&gt;How to Harness the Power of Data to Exceed Your Customers’ Expectations&lt;br&gt;Today, nearly 40% of advertising dollars are wasted on mismatched, misplaced, and mis-messaged campaigns. The source of the problem can be found in the disconnects that exist in marketing: online disconnected from offline; advertisers’ data disconnected from publishers’ data; and marketing disconnected from customers’ experiences. This panel will discuss how to drive success by breaking down the silos and connecting with their audience for a more satisfying customer experience and longer-lasting relationship.&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>MODERATOR:</strong>&lt;br&gt;Scott Howe, Chief Executive Officer and President, Accion&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>PANELISTS:</strong>&lt;br&gt;Jon Budd, Senior Group Manager, New Media, Hyundai Motor America&lt;br&gt;Kass Dawson, Head of Automotive, Global Vertical Strategies, Facebook&lt;br&gt;Sara Morton, Director, Interactive Media, Search, Social and Digital Strategy and New Technology, Soachi &amp; Soachi&lt;br&gt;Sean Stapleton, Vice President of Sales, VinSolutions</td>
<td>Grand Theft Auto</td>
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<td>10:50 a.m.</td>
<td>Connected Marketing: Drive More Sales through Trusted, Transparent Reviews That Reach Shoppers&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>MODERATOR:</strong>&lt;br&gt;Chris Sutton, Senior Director, Automotive Retail Practice, J.D. Power&lt;br&gt;&lt;br&gt;&lt;br&gt;<strong>PANELISTS:</strong>&lt;br&gt;James Cadena, Manager, Merchandising, Advertising and Promotions, Lennox Industries Inc.&lt;br&gt;Dustin Manocha, Global Leader, Bazaarvoice Dealer Advocacy Programs, Bazaarvoice, Inc.&lt;br&gt;David Mingle, Executive Director, U.S. Customer Experience, General Motors&lt;br&gt;William Swislow, Senior Vice President, Product and Chief Information Officer, Cars.com</td>
<td>Sponsored by: Bankrate.com</td>
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<tr>
<td>10:50 a.m.</td>
<td>Fast and Furious: How to harness the power of data to exceed your customers’ expectations</td>
<td>Sponsored by:</td>
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11:35 a.m.  How In-Market Shoppers Use Social Media During the Vehicle-Shopping Process

Vehicle shoppers use a variety of online information sources—including social networks—to help them make various purchasing decisions as they move through the funnel. Auto marketers have been experimenting with Facebook and Twitter for years, but recent research finds that other types of social media may influence the vehicle-shopping process. The session begins with a brief presentation by comScore on results of a recent market survey conducted to better understand which social media sites and content are being used most frequently by in-market shoppers, how the sites are being used, and the relative importance of each type of social media site in helping vehicle shoppers decide what to buy, how much to pay, and where to buy. Following the presentation, a panel of industry experts will discuss implications for auto social media marketers, and highlight research, case studies, and best practices for auto marketers so they can use social media more effectively.

MODERATOR:
– Jeff Pabel, Vice President of Sales, ShareThis

PANELISTS:
– Lee Brown, Vice President of Sales, Tumblr
– Andy Jacobson, Senior Vice President of Sales, AutoGuide.com Group
– Ryan Stonehouse, Global Lead, Social Sales and Strategy, Google, Inc.
– Graham Wall, Senior Sales Executive, Brandwatch INTRO PRESENTATION:
– Bryan Segal, Vice President Media Metrics, comScore, Inc.

A Multi-Screen World: Utilizing a Device-Centric Approach to Marketing, Data, and Integration

In today’s complex advertising ecosystem, advertisers see multiple aspects of consumers as they access information through a number of different devices (e.g., smartphones, tablets, laptops, game consoles, or connected TVs.). In the automotive research process, consumers can view ads on cable or connected TV; conduct research on a desktop; configure or choose features on a tablet; or use a smartphone to locate dealers or compare prices. While media can run on any of those devices, targeting and analytics reside in device silos, preventing greater insights, efficiency, and, ultimately, creating missed opportunities for advertisers.

MODERATOR:
– J.J. Colao, Reporter, Forbes Media PANELISTS:
– Patrick Albano, Vice President of Sales, Social, Mobile and Innovation, Yahoo!
– Kelley Burke, Vice President, Group Director, Optimedia
– Andrew Dinsdale, Director, Digital and CRM, Chevrolet
– Nick Jordan, Senior Vice President of Product and Strategy, Topaz
– Max Steckler, Vice President, Global Advertising Products and Business Intelligence, Gobalt, ADP Company

Creating Cultural Traction: How to Stay in Gear with Shifts in Culture

For generations of auto buyers, vehicles have represented freedom, status, and pleasure. Yet, in an age that emphasizes energy efficiency, mobility, and connectivity, a new generation of socially conscious consumers is motivated by a different set of considerations. In this presentation, Added Value’s CEO will discuss the relationship between culture and brand performance. Citing previously unpublished results and insights from a 2013 global study on cultural traction, Maggie Taylor will examine how a handful of auto brands are connecting to the cultural zeitgeist to remain relevant.

PRESENTER:
– Maggie Taylor, Chief Executive Officer, Added Value North America

12:20 p.m. Networking Lunch

1:20 p.m. Data Presentations: Need for Speed Data Presentations: Fast and Furious

It’s the Experience, Stupid!

AutoTrader.com will demonstrate that although vehicle shopping has changed over the past several years, a fundamental focus on delivering a consistent and meaningful brand experience is still key to engaging shoppers in a relevant way in today’s multiscreen world. This presentation will include the results from a recent AutoTrader.com study on consumer behaviors across digital devices used during the vehicle-shopping process, as well as the potential brand impact of a non-existent, inconsistent, or generally poor mobile experience. Specifically, the presentation will explore answers to such questions as, How do shoppers behave with each device? Are automotive marketers providing a brand-consistent, yet unique experience, and content that meets shoppers’ needs and expectations based on the device they’re using?

PRESENTERS:
– Conrad Nussbaum, Analytics Director, Saatchi & Saatchi
– Rick Wainschel, Vice President, Automotive Insights, AutoTrader.com

The Future of Automotive Marketing Begins with Audience Intelligence

Imagine if you could understand exactly who your consumers are by knowing which TV shows they watch, at which restaurants they dine, where they buy groceries, what cars they own, and if they are in-market or if they are on lot. Dive deep into a full-funnel automotive case study that reveals the most unique and innovative methods of audience definition and targeting in the marketplace today. Then learn what the future holds for the automotive industry using the most powerful common denominator in marketing—location.

PRESENTER:
– Duncan McCall, Chief Executive Officer and Co-Founder, PlaceIQ
– Yong Sung, Senior Vice President, Digital Group Client Director, Mediavest
Forget Big Data—User-Level Data Is the Path to Successful Marketing

Marketers are drowning in a flood of information brought by big data. More data isn’t always better; we need to get past quantity and focus on quality insights and the actionable information that may be gained from all that data. IgnitionOne and Land Rover will present a case study showing how advances in centralized user-level data are opening new pathways for powerful, more relevant marketing to automotive consumers via website optimization, targeted media buying, and dealer lead generation.

**PRESENTERS:**
- Roger Barnette, President, IgnitionOne
- Ken Bracht, Land Rover Communications Manager, Jaguar Land Rover North America

Fasten Your Seatbelts: Online Video Hits Overdrive

Online video viewing continues to grow across multiple devices, including computers, tablets, mobile phones, and connected televisions. In parallel with this growth comes the need for a deeper understanding of how and why consumers use video, specifically during the automotive-shopping process. OEMs will be able to refine and develop video strategies to reach consumers through the power of sight, sound, and motion.

**PRESENTER:**
- Ryan Van Fleet, Director, Insights and Analytics, Kia Motors America Inc.

Combating “Device Schizophrenia”: How to Find and Engage Your Audience across Screens

With “device schizophrenia” on the rise, automotive marketers must compete to get their message seen and heard by consumers. Chrysler and Jumpstart discuss successful creative and engagement strategies for mobile. Learn how consumers are using their devices along their path to auto purchase, and discover which tactics are garnering the best results and how to harness them for your brand.

**PRESENTERS:**
- Amy Peet, Senior Digital Marketing Manager, Chrysler LLC
- Frank Weishaupt, Chief Operating Officer, Jumpstart

Sell More and Show It: Five Secrets to Cross-Channel Marketing Accountability

With the wide range of marketing platforms available today, OEMs, agencies, and dealers are looking to not only drive effective and cohesive messages through all channels, but also to track every dollar spent back to sales. This panel will discuss what dealers can do to create impactful, cohesive, and measurable marketing campaigns that resonate with customers across mobile, Web, and all other channels. OEMs will be able to refine and develop video strategies to reach consumers through the power of sight, sound, and motion.

**MODERATOR:**
- David Metter, President of Automotive, HookLogic

**PANELISTS:**
- Shane Helms, Regional Marketing Manager, VW Northeast Region
- Troy McLean, Vice President, Enterprise Solutions, Cobalt, on ADP Company
- Phil Penton, Partner, SOCIALDEALER
- Sean Wolfington, Partner, Team Velocity and Tier 10 Marketing


data-parsys-“AGENDA (continued)”

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<thead>
<tr>
<th>Time</th>
<th>Session Rooms Key</th>
<th>Data Presentations: Need for Speed</th>
<th>Data Presentations: Fast and Furious</th>
<th>Data Presentations: Grand Theft Auto</th>
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<tbody>
<tr>
<td>1:20 p.m.</td>
<td>Grand Ballroom 1</td>
<td>- Faster Way: Effectively Connecting with Multigenerational Online Shoppers</td>
<td>- Millennials and the Mobile—First World</td>
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<td>Before X: Effectively Connecting with Multigenerational Online Shoppers</td>
<td>Millennials and the Mobile—First World</td>
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<td>2:00 p.m.</td>
<td>Grand Ballroom 2</td>
<td>- Fast and Furious</td>
<td>- Combating “Device Schizophrenia”: How to Find and Engage Your Audience across Screens</td>
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<td>- Fast and Furious</td>
<td>- Combating “Device Schizophrenia”: How to Find and Engage Your Audience across Screens</td>
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<td>3:05 p.m.</td>
<td>Grand Ballroom 3</td>
<td>- Grand Theft Auto</td>
<td>- Amplifying the Worthwhile Noise to be Heard In a Crowded Social Ecosystem: How Do Dealerships, Automakers, and Consumers Interact on Social Media Platforms?</td>
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<td>- Grand Theft Auto</td>
<td>- Amplifying the Worthwhile Noise to be Heard In a Crowded Social Ecosystem: How Do Dealerships, Automakers, and Consumers Interact on Social Media Platforms?</td>
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Session Rooms Key
- Grand Ballroom 1
- Grand Ballroom 2
- Grand Ballroom 3

Content is subject to change, and is current as of 10/15/13
AGENDA (continued)

Wednesday, October 16, 2013 (continued)

3:25 p.m.

**Introducing Generation C: Selling Cars to the Connected Generation**

Younger generations present a substantial challenge for automotive marketers. Assumptions are that these younger consumers don’t appreciate automobiles like those in older generations, or that they don’t have purchasing power. This panel will reveal the surprising long-term benefits of focusing on younger shoppers, and provide fresh, proven strategies for brand marketers and dealers to connect and close sales in this important group.

**MODERATOR:**
- Michelle Morris, Automotive Industry Director, Google, Inc.

**PANELISTS:**
- Jim Gyetka, Automotive Sales Manager, Comcast Spotlight
- Katie Effering, Senior Director, Consumer Strategist, CEB Iconoculture
- Eric Jillard, Director, Digital Marketing and CRM, Mercedes-Benz USA

**Need for Speed**

**Optimizing Online Video: From Mobile To Movie Screens**

With online video increasingly being used for digital media campaigns, content marketing, and brand storytelling, automotive marketers need to inject more data-driven insights and analyses into the creative development process. Panelists discuss:

- Best practices for successfully leveraging video in digital campaigns
- Data-driven methods for developing video content that connects with consumers
- How video may be used throughout the consumer purchase life cycle

**MODERATOR:**
- Todd Thissen, Senior Vice President, Strategy, Razorfish

**PANELISTS:**
- Bill Clifford, Chief Revenue Officer, SessionM
- Al Morris, Group Account Director, AOL
- Tom O’Regan, President, Martini Media, Inc.
- Tal Riesenfeld, Co-Founder, Eyeview, Inc.

4:10 p.m.

**Mommy, Where Does Data Come From?**

Everyone in the industry talks about big data. Most auto advertisers use behavioral targeting overlays on ad network and programmatic buys. But how many of us truly understand where that data comes from? Here’s a hint: the “data stork” doesn’t drop it on our doorstep. The purpose of this panel is to dig from? Here’s a hint: the “data stork” doesn’t drop it on our doorstep. The purpose of this panel is to dig on our doorstep. The purpose of this panel is to dig into this fascinating and important conversation.

**MODERATOR:**
- Mark Brown, Senior Vice President, Communications Planning Director, The Garage/Team Mazda

**PANELISTS:**
- Christian Carrillo, Vice President, Innovation, Dataxu
- Damian Garbaccio, Global Chief Revenue Officer, eXelate
- Joe Kyriakoza, General Manager, Automotive, Datalogix
- Corey Rice, Senior Publishing Manager, AutoTrader.com

**Need for Speed**

**Mix Mastery: Automotive Best Practices in Cross-Platform Marketing**

For automotive marketers, it’s a jungle out there. Mobile phones, tablets, and apps everywhere, in an array that expands every day: TVs in the living and bedrooms, on airplanes, at doctor’s offices, in the grocery check-out lines, at gas stations, in theaters, and in elevators; thousands of outlets and channels of content, and not just in the traditional places anymore. Viral media. Social media. A jungle. Today’s marketing world offers unprecedented opportunities for the astute marketer to forge consumer relationships in innovative and enduring ways, regardless of channel, location, day part, or mindset. Mastering this mix is the essential prerequisite to reaping the considerable benefits this jungle can deliver—more touch points and deeper engagement. So, how can automotive advertisers make smart decisions in this ever-growing landscape of marketing choices? The Mix Mastery panel will bring together some of today’s most incisive thought leaders from both the client and media sides of the automotive mix. This panel will provide insights into how all these pieces are impacting marketing decisions and explore how they can strategically fit together.

**MODERATOR:**
- Lori Hiltz, Chief Executive Officer, Havas Media, NA

**PANELISTS:**
- Tim Connolly, Vice President, Digital Video Distribution, The Walt Disney Company and ESPN Media Networks
- Christine Grammier, Chief Operating Officer, Marketing Evolution
- Kurt Hawks, General Manager, Greystripe, ValueClick Media and Greystripe
- Casey Hubris, Head of Communications, FIAT Brand North America
- David Leider, Chief Executive Officer, Gas Station TV

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### Wednesday, October 16, 2013 (continued)

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<tbody>
<tr>
<td>4:55 p.m.</td>
<td>Marketing Leaders Discuss Their Challenges</td>
<td>Grand Ballroom 4-9</td>
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<td></td>
<td>Key OEM marketing leaders will discuss the current challenges related to digital marketing, as well as creative solutions to them. Panel members will also discuss their thoughts on the anticipated major digital marketing issues of tomorrow and how to address them. Each leader has a unique perspective on marketing, as well as direct experience guiding their respective company's efforts.</td>
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<td>MODERATOR:</td>
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<td></td>
<td>– Arianne Walker, Senior Director, Media &amp; Marketing Solutions, J.D. Power</td>
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<td>– Chad Jacoby, Senior Manager, Social Media Marketing, Nissan North America, Inc.</td>
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<td>– Thomas Laymac, Director, Global Digital Marketing, Chrysler Group</td>
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<td>5:40 p.m.</td>
<td>Day Two Conclusion</td>
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<td>6:00 p.m. – 9:00 p.m.</td>
<td>Networking Nightclub Party at Marquee Nightclub in The Cosmopolitan</td>
<td>Marquee Nightclub in The Cosmopolitan</td>
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### Thursday, October 17, 2013

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<tbody>
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<td>7:30 a.m.</td>
<td>Networking Breakfast</td>
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<tr>
<td>9:00 a.m.</td>
<td>Announcements</td>
<td>Grand Ballroom 4-9</td>
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<tr>
<td>9:10 a.m.</td>
<td>Winning in a Growing Market: New-Vehicle Demand in the United States</td>
<td>Grand Ballroom 4-9</td>
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<td>Deirdre Borrego, Vice President, U.S. Client Services for the Power Information Network® (PIN) from J.D. Power will review how consumer demand for new vehicles in the United States is growing and changing. She will demonstrate how vehicle sales, pricing, and buyer composition are evolving post-recession and examine what these changes mean for OEMs attempting to capitalize on the recovery. The discussion will also highlight risks to further growth, including how rising interest rates may impact vehicle sales and transaction prices.</td>
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<td>PRESENTER:</td>
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<td>– Deirdre Borrego, Vice President, U.S. Client Services, PIN, Media &amp; Marketing Solutions</td>
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<td>9:40 a.m.</td>
<td>Data Presentations:</td>
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<td>Need for Speed</td>
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<td>Connecting with Drivers on the Go—Inside and Outside of Their Cars</td>
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<td>Understand how Toyota is connecting with customers through relevant content both inside and outside of their car. Speakers from Toyota and content partner The Weather Channel will describe how they are connecting with prospective buyers and providing current vehicle owners with timely weather information that directly impacts the driving experience. They will share best practices for taking advantage of the content opportunities offered by connected vehicles and mobile devices. Finally, they will discuss how consumer behavior is likely to shift during the next five years and what the industry should know to prepare for this shift.</td>
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<td>PRESENTERS:</td>
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<td>– Curt Hecht, Chief Global Revenue Officer, The Weather Company</td>
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<td>– John Lisko, Executive Communications Director, Saatchi &amp; Saatchi</td>
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<td>Fast and Furious</td>
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<td>Is the CMO Pursuit of Earned Media Justifiable?</td>
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<td>Building your brand is no longer the domain of the 30-second commercial. Instead, brands are creating immersive video content that engages their audiences, transforming them from observers to advocates. But how does this shift occur? How do you create engaging content that consumers will want to watch? How does digital create new opportunities for storytelling? Are there case studies of innovation in video that may help move the industry forward?</td>
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<td>PRESENTER:</td>
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<td>– Seraj Bharwani, Chief Analytics Officer, Visible Measures Corporation</td>
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<td>9:40 a.m.</td>
<td>Data Presentations:</td>
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<td>Conversions: Using Data to Understand What’s Really Happening</td>
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<td>The digital marketing landscape continues to evolve at a rapid pace, meaning advertising tactics that worked last year, or even last month, may no longer be effective. In this session, Optimedia’s Vice President of Analytics Rudy Grahn will join Adometry CEO Paul Pellman to discuss how data-driven attribution allows marketers and agencies to get a true picture of the customer journey and the touch points that actually contribute to conversions. Presenters will also detail how advanced analytics can help marketers compare campaign performance across channels, as well as steps they can take to optimize in-flight campaigns using real-time attribution insights.</td>
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<td>PRESENTERS:</td>
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<td></td>
<td>– Andy Barton, Scion Digital and Interactive Marketing Manager, Scion</td>
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<td>– Rudy Grahn, Vice President of Analytics for Scion, Optimedia</td>
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<td>– Paul Pellman, Chief Executive Officer, Adometry</td>
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### Data Presentations: Need for Speed

**In Search of the Answer to Why: Collapsing the Functional Silos That Keep Automotive Marketers from Extracting Big Data Insights**

Automotive marketers have long struggled to balance the importance of an in-depth understanding of customers with the importance of scale, reach, and operational efficiency. This presentation will share case studies from major auto manufacturers that have harnessed the power of big data across surveys, compiled behavioral data to understand not only who and where, but also why.

**PRESENTER:**
- Bryan Gernert, Chief Executive Officer, Resonate

**The Brave New World of Consumer Insights**

There are many challenges and changes in listening to the Voice of the Customer—collecting sample and representative data, declining response rates, consumer time pressures, and competing priorities, to name a few. The result is a lot of data but maybe not enough insights. This session will:
- Explore the technologies available that may add to your insights
- Present a picture of the future for listening to the Voice of the Customer
- Uncover the challenges and rewards for progressing toward the future state

**PRESENTER:**
- Pete Trujillo, Industry Analyst, Industry Analytics, J.D. Power

**Winning in a World of Screens: How Auto Brands Are Seamlessly Extending Their Television Campaigns across Digital and Mobile Video**

Nearly half of all consumers begin watching a program on one device and finish on another. While consumers are seamlessly shifting their attention between television and other screens, brand marketers are struggling to holistically plan campaigns across devices. Auto advertisers in particular, one of the largest buyers of television advertising, are looking for new ways to ensure complementary media spend across screens.

**PRESENTERS:**
- Alec Schleider, Vice President, Data and Analytics, Videology
- Ronjan Sikdar, Director of Media Analytics, Nielsen

### Data Presentations: Fast and Furious

**The Fuel for Forecasting: Big Content**

In this session, MXM’s Chief Digital Officer will discuss the outcome of a unique content mapping process for the digital ecosystem of OEMs, a revolutionary way of looking at how consumer engagement with content can help predict product demand. She will also look at a unique set of content performance metrics such as acceleration and velocity of discrete pieces of content to see how they move through the ecosystem and ultimately impact sales volume.

**PRESENTER:**
- Kristi VandenBosch, Senior Vice President/General Manager, Chief Digital Officer, Meredith Xcelerated Marketing [MXM]

### Data Presentations: Grand Theft Auto

**The Auto Mobile Consumer: From Sales to Service, Adapting to the New Normal**

Utilizing data from a 2013 DMEautomotive Mobile survey, this panel will present tangible evidence of the impact of mobile devices on consumer decisions, and will also offer critical, data-driven, proven strategies to help marketers embrace and integrate mobile into their day-to-day marketing.

**PRESENTER:**
- Chris Zobel, Director of Strategy, DMEautomotive

**How Subaru Used Big Data to Drive More In-Market Consumers to Dealerships**

Learn how Subaru used advanced big data advertising techniques to drive in-market consumers to Subaru.com and then to dealerships. Subaru, its agency Carmichael Lynch, and technology partner Rocket Fuel will detail how the automaker analyzed billions of data points to create advanced customer profiles, target digital campaigns to these segments online. Find out how Subaru was able to measure, with precision, the impact of its digital campaigns on offline dealership visits and sales for the first time, and hear results of this advanced digital marketing program.

**PRESENTERS:**
- Richard Frankel, President and Co-Founder, Rocket Fuel
- Jack Kelly, Digital and Social Marketing Manager, Subaru of America
- Brandon Miller, Senior Digital Strategist, Carmichael Lynch

### Networking Break

**Grand Ballroom 4-9**

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**Internet Café sponsored by**

**Twitter Feed sponsored by**

**Instant Survey**

Scan with your smartphone to share your feedback with J.D. Power throughout the Automotive Marketing Roundtable!
**AGENDA (continued)**

**Thursday, October 17, 2013 (continued)**

**11:00 a.m.**

**Is the Age of Free and Anonymous Internet Over?**

Consumers are accustomed to accessing websites anonymously and free of charge, supported by advertising. Increasingly, data is being used for ad targeting, and advertisers want to track performance across channels. Many high-traffic websites, such as Facebook, require users to register in order to use the site/service. That registration data can be used to associate online and offline data with users for targeting. By requiring a login, users can be tracked across platforms. Websites that don’t require registration have similar capabilities, but are they enough? Has the pendulum swung in favor of those that have access to registration/login data, or can those without it still successfully compete for ad dollars and in an increasingly data-driven, cross-platform marketplace? What does this mean for advertisers, publishers, intermediaries, and consumers?

**MEDIUMATOR:**

– Frank Gerstenberger, Director, Product Management, J.D. Power

**PANELISTS:**

– Steven Chaouki, Group Vice President, Financial Services, TransUnion
– Walter Knapp, Chief Operating Officer, Federated Media Publishing
– Manu Mathew, Founder and Chief Executive Officer, Visual IQ
– Ann Piper, Vice President of Sales, West, YuMe

**11:45 a.m.**

**Data Presentations:**

**Need for Speed**

**Data Presentations:**

**Fast and Furious**

**12:45 p.m.**

**Networking Lunch**

**1:45 p.m.**

**Twitter X TV: Inside the Social Soundtrack**

Twitter may be considered the social soundtrack for television—90% of the TV conversations online happen on Twitter—a phenomenon that has created new opportunities for automotive brands and the agencies that work with them. This session will dissect how these groups can drive engagement and revenue, and provide attendees with a view into the future of this virtuous cycle.

**PRESENTER:**

– Robert Pietsch, Director of Sales, West, Twitter

**CONTINUED ON NEXT PAGE**
2:10 p.m. Networking Break

2:30 p.m. Afternoon Keynote
Winning the Moments that Matter in Auto’s “New Normal”

Today, consumers exist in a context where “digital is the new normal.” In this context, almost everyone and everything has an online presence. As the United States reaches a digital tipping point, this discussion highlights how key innovations are having a transformative effect on the consumer experience and examines how this impacts auto specifically. As digital brings new capabilities, it is also changing the way consumers engage with brands. For example, branding can now happen across any screen regardless of time or place, and, as a result, the online experience is becoming increasingly important. Therefore, it is essential that marketers understand how consumers operate in the context of this “new normal.”

SPEAKER:
– Jim Lecinski, Vice President, U.S. Sales, Google, Inc.

3:15 p.m. Afternoon Keynote
The Will to Win—Leading, Competing and Succeeding

Whether you are seeking to build the next big company in communications technology, to become the most respected teacher in your educational system, or to make a lasting impact as an artist in your field, the most important decision you can make, according to Robert Herjavec, is to reject mediocrity. In the long run, good enough is never good enough, whether in our personal lives or in our careers. Drawing on anecdotes from his own life and from the lives of such celebrity friends as Oprah, Georges St-Pierre, and Celine Dion, Robert Herjavec delivers valuable life lessons designed to guide participants to greater happiness and success.

SPEAKER:
– Robert Herjavec, CEO, Star of ABC’s “Shark Tank” and Canada’s Leading Cyber Security Provider

4:00 p.m. Roundtable Conclusion