

# APPNATION Conference Agenda

Monday, September, 13, 2010

9:00 AM **Back To The Future: Predicting The Third Wave: A Short Video from Xerox PARC, circa 1992. Amazing!!**

9:05 am **Opening Remarks: Drew Ianni, Event Chairman, APPNATION**

9:10 am **Official Welcome: The Honorable Gavin Newsom, Mayor, City of San Francisco**

9:15-9:25am **THE STATE OF APPS: Fresh Insights from Nielsen's Mobile Apps Playbook**  
**Presented By: Jonathan Carson, CEO, Telecom Practice, The Nielsen Company**

9:25 – 9:32am **APPNATION SPOTLIGHT**  
**Mike McCue, CEO, Flipboard**

9:35am to 10:20am **Opening Keynote Roundtable: The Titans of the App Economy**  
**Moderator: Mark Kvamme, Partner, Sequoia Capital**  
**Albert Cheng, EVP, Digital Media, ABC-Disney Television Group**  
**Jessica Steel, SVP, Business Development, Pandora**  
**Gordon McLeod, President, Wall Street Journal Digital Network**

10:25am to 11:10am **Keynote Executive Roundtable: BIG MEDIA IN THE AGE OF APPLICATIONS**  
**Moderator: Drew Ianni, Chairman, APPNATION**  
**Martin Tannerfors, Director, Mobile Innovator, Samsung**  
**John Cantarella, President of Digital, News, Business & Sports Groups, Time Inc.**  
**John Kosner, SVP & GM, New Media, ESPN**  
**Eric Bader, Chief Strategy Officer, Initiative Media**

11:15 am **EXPO FLOOR OPEN: BREAKOUT SESSIONS START AT 1:00**

NOON – 1:00pm **LUNCH**

**TRACK 1: THE APP ECONOMY**

**TRACK 2: APP DEVELOPER STRATEGIES**

1:00pm to 1:40pm	<p><b>The APP ECONOMY: RATIONAL EXUBERANCE OR BUBBLE 2.0?</b>  <b>Moderator: Ari Levy, Reporter, Bloomberg Businessweek</b>  <b>Ed Ruth, Director, Business Development, Verizon</b>  <b>Dave Zilberman, Principal, Comcast Interactive Capital</b>  <b>Sharon Wienbar, Managing Director, Scale Venture Partners</b>  <b>Tyler Lessard, Head of Developer Relations and Alliances, Research in Motion</b></p>	<p><b>SO MANY PLATFORMS, SO LITTLE TIME: SOLVING FRAGMENTATION</b>  <b>Moderator: Peter Biddle, AppUp Center, Intel</b>  <b>Bruce Jones, Developer Evangelist, GetJar</b>  <b>Steve Schwarzhoff, VP, Marketing Appcelerator</b>  <b>Dave Williams, VP, Mobile Product Management, AT&amp;T</b></p>
1:45pm to 2:25pm	<p><b>ENTREPRENEUR'S WORKSHOP SERIES: WHERE THE INVESTMENT DOLLARS WILL FLOW IN THE NEXT 12 MONTHS</b>  <b>Moderator: Rob Coneybeer, Managing Director, Shasta Ventures</b>  <b>Kevin Talbot, Co-Managing Director, Blackberry Partners Fund</b>  <b>Inma Martinez, President, Stradbroke Advisors</b>  <b>Raj Kapoor, Managing Director, Mayfield Fund</b>  <b>John Malloy, Managing Partner, Blue Run Ventures</b></p>	<p><b>APP MARKETING BEST PRACTICES: THE DO'S AND DONT'S OF APP MARKETING:</b>  <b>Presented By: Vijay Chattha, CEO, VSC Consulting</b>  <b>Mindy Hull, VP, Communications, Distimo</b>  <b>Eros Rosmini, VP, Marketing, Aurora Feint</b></p>
2:30pm - 3:10pm	<p><b>THE NEW CREATIVE DIRECTOR: CREATIVE JUICE + TECH CHOPS (Presented by the 4A's)</b>  <b>Moderator: Chick Foxgrover, SVP &amp; CIO, American Association of Advertising Agencies</b>  <b>Tiffany Rolfe, VP, Group Creative Director, Crispin Porter + Bogusky</b>  <b>Scott Prindle, Exec Creative Technology Director, Crispin Porter + Bogusky</b>  <b>Shu Lai, Interactive Creative Director, Pereira &amp; O'Dell</b></p>	<p><b>INTERNET TV: DEVELOPMENT AND MONETIZATION STRATEGIES</b>  <b>Moderator: Ross Rubin, Executive Director, Industry Analysis, NPd</b>  <b>Andrew Kippen, VP, Marketing, Boxee</b>  <b>Ron Jacoby, Chief Architect, Yahoo! Connected TV</b>  <b>Ambarish Kenghe, Product Manager, Google TV</b></p>
3:10pm to 3:20pm	<b>COFFEE BREAK</b>	
	<b>TRACK 3: APP DISCOVERABILITY AND MONETIZATION</b>	<b>TRACK 4: MOBILE WARMING: ARE WE READY FOR APPNATION?</b>
3:20pm-4:00pm	<p><b>APP DISCOVERABILITY TACTICS, PART I: BREAKING THROUGH THE NOISE</b>  <b>Moderator: Jeff Scott, President, 148</b></p>	<p><b>THE MOBILE WEB VS. THE NATIVE APP</b>  <b>Moderator: Jeff Glueck, CEO, Skyfire</b>  <b>Carlo Longino, Community Manager, Wireless</b></p>

	<b>APPS</b> <b>Candace Locklear, MD, Spark PR</b> <b>Raymond Lau, CEO, Playhaven</b> <b>Joe Bayen, CEO, App-A-Day</b> <b>Ben Keighran, CEO, Chomp</b> <b>Brian Akaka, Founder, Appular</b>	<b>Industry Partnership</b> <b>Craig Kirkland, Director, Mobile Products, CNN</b> <b>Matt Womer, Activity Lead, W3C</b> <b>Tim Lee, Partner, Sequoia Capital</b>
4:05 pm-4:445pm	<b>APP MONETIZATION TACTICS, PART I: HOW DO YOU VALUE YOUR PRODUCT AND (WHAT) SHOULD YOU CHARGE FOR IT?</b> <b>Moderator: Oren Michels, CEO, Mashery</b> <b>Jan-Joost Kraal, SVP, Product Marketing, eBuddy</b> <b>Terry Angelos, Chief Product Officer, TrialPay</b> <b>John Najarian, EVP, Comcast Entertainment</b>	<b>APPS @ WORK</b> <b>Moderator: Sam Diaz, Senior Editor, ZDnet</b> <b>Adam Gross, SVP, Sales, Marketing and Business Products, Dropbox</b> <b>David Barrett, CEO, Expensify</b> <b>Sean Whitely, VP, Product Marketing, Salesforce.com</b>
4:50pm-5:25pm	<b>APP MONETIZATION TACTICS, PART I: MONETIZING ON ANDROID</b> <b>Moderator: Ray Walters, Writer / Contributor, Androidguys.com</b> <b>Elena Perez, Director of Marketing, Medialets</b> <b>Scott Kveton, CEO, Urban Airship</b>	<b>APP FEVER: THE OPPORTUNITIES AND CHALLENGES FOR MARKETERS</b> <b>Moderator: Jeff Hilimire, Chief Strategy Officer, Engauge</b> <b>David Holstein, Sr.Promotions Manger, Abbott Health (ZonePerfect)</b> <b>Nick Ayres, Social Marketing Manager, Intercontinental Hotels Group</b>
5:35pm to 6:30pm	<b>CLOSING KEYNOTE: THE APPNATION PIONEERS</b> <b>Introductions: Drew Ianni, Chairman, APPNATION</b> <b>Keynote Moderator: Larry Chiang,</b> <b>ILJA LAURS: FOUNDER AND CEO, GETJAR</b> <b>DR. GE WANG, CO-FOUNDER AND CHIEF CREATIVE OFFICER, SMULE</b> <b>IGOR PUSENJAK, CO-FOUNDER LIMA SKY (DOODLE JUMP)</b>	
8:00pm – 11:00pm	<b>OFFICIAL APPNATION PARTY AT 111 MINNA GALLERY (CORNER OF 2<sup>ND</sup> STREET AND MINNA). PLEASE BRING YOUR BADGE FOR ENTRY!</b>	
<b>D</b>	<b>TUESDAY, SEPTEMBER 14</b>	
9:00am to 9:05am	<b>WELCOME: DREW IANNI, EVENT CHAIRMAN, APPNATION</b>	
9:00am - 9:30am	<b>OPENING KEYNOTE INTERVIEW</b> <b>DREW IANNI, EVENT CHAIRMAN, APPNATION</b> <b>WITH</b> <b>BOB BOWMAN, CEO, MAJOR LEAGUE BASEBALL ADVANCED MEDIA</b>	
9:35am-	<b>FOLLOW THE MONEY, PART I: THE VIEW FROM THE BUY-SIDE</b>	

10:10am	<b>MODERATOR: Matt Freeman, CEO, Mediabrands Ventures</b> <b>Andrew Markowitz, Director, Global Digital Media, General Electric</b> <b>Shruti Joshi, Executive Director, Advertising, Verizon</b> <b>Jennifer Mullin, Sr Business Leader, Global Innovation &amp; Marketing, Visa</b> <b>Chris Cunningham, CEO, Appssavvy</b>	
10:10am-10:45am	<b>FOLLOW THE MONEY, PART II: THE INVESTORS WEIGH IN</b> <b>Moderator: Simon Khalaf, CEO, Flurry</b> <b>Matt Murphy, Manager, iFund, Kleiner Perkins Caufield &amp; Byers</b> <b>Rich Wong, Partner, Accel Partners</b> <b>Gina Bianchini, Entrepreneur-in-Residence, Andreessen Horowitz</b> <b>Gaurav Garg, Partner, Sequoia Capital</b>	
10:50am-11:30am	<b>GAMER NATION IN THE AGE OF APPLICATIONS</b> <b>Moderator: Yukari Kane, Reporter, The Wall Street Journal</b> <b>Alex St John, President &amp; CTO, hi5</b> <b>Mark Skaggs, VP Product Development, Zynga</b> <b>Clive Downie, VP, Marketing, ngmoco</b> <b>Gurbaksh Chahal, Chairman &amp; CEO, gWallet</b>	
11:30 – 11:40am	<b>COFFEE BREAK</b>	
	<b>TRACK 5: APPS, CONTENT AND COMMERCE</b>	<b>TRACK 6: ADVERTISING AND MARKETING STRATEGIES</b>
11:45am-12:20pm	<b>CREATING ADDICTIVE CONTENT</b> <b>Co-Presenters:</b> <b>Brian Monahan, SVP, Interpublic Media Lab</b> <b>&amp;</b> <b>Michael Gutkowski, President, LMK (Hearst)</b>	<b>THE STATE OF MOBILE AND IN-APP ADVERTISING (Presented by The IAB)</b> <b>Moderator: Philippe Browning, Director, Mobile Strategy and Business Development, CBS</b> <b>Michael Chang, CEO, Greystripe</b> <b>Krishna Submaranain, CEO, Mobclix</b> <b>Michael Slinger, Head, Mobile Ad Sales, North America, Google</b> <b>Patricia Clark, Head of Advertising, North America, inMobi</b>
12:25pm-1:00pm	<b>THE STATE OF aCOMMERCE: MICROPAYMENTS, VIRTUAL CURRENCIES AND EMERGING PAYMENT PLATFORMS</b> <b>Moderator: Rebecca Weeks Watson, VP, Business Development, gWallet</b> <b>Jeff Reynie, Director, Digital Goods, PayPal</b> <b>Chris Dury, COO, GetJar</b>	<b>HOW TO MONETIZE THE APP STREAM</b> <b>Session Leader: Arnie Gullov-Singh, CEO, ad.ly</b> <b>Jeremy Crane, VP, Product and Operations, oneforty.com</b> <b>Phil Buehler, Director of Experience Planning, OgilvyOne</b> <b>Bastien Vidal, EVP, Seismic</b>

	<b>Markus Weichselbaum, CEO, TheBroth</b>		
1:00pm-1:45pm	<b>LUNCH</b>		
	<b>TRACK 7: EMERGING APP DISTRIBUTION CHANNELS AND STRATEGIES</b>		<b>TRACK 8: ADVERTISING AND MARKETING STRATEGIES, PART II</b>
1:50pm-2:25pm	<b>MOBILE DISTRIBUTION STRATEGIES: LEVERAGING APPS TO REACH CROSS-PLATFORM AUDIENCE</b> <b>Moderator: Paran Johar, CMO, Jumptap</b> <b>Ivy Sheibar, VP, Digital Distribution, MTV Networks</b> <b>Mark Himmelsbach, VP, Digital, BBDO</b> <b>Kelly Hackett, Director of Advertising, AT&amp;T</b> <b>Ken Willner, CEO, Zumobi</b>		<b>APP BUSINESS MODELS, PART II: THE AD-SUPPORTED MODEL</b> <b>Moderator: Frank Barbieri, CEO, Transpera</b> <b>David Beauparlant, Sr Director, Marketing, Bing!</b> <b>Orr Orenstein, VP, Mobile, Photobucket</b> <b>Michael Becker, Managing Director, The Mobile Marketing Association (and Co-Founder, iLoop)</b>
2:30pm-3:10pm	<b>A CONVERSATION WITH CHRIS KELLY:</b> <b>CHRIS KELLY, Founding Chief Privacy Officer of Facebook and Recent Candidate for Attorney General is Interviewed by ALAN CHAPPELL, President, Chappell &amp; Associates</b>	<b>CROSS-PLATFORM SUCCESS STORIES:</b> <b>Moderator: Martin Tannefors, Director, Mobile Innovator, Samsung</b> <b>CO-Presenters:</b> <b>Maria Mandel, Executive Director, Marketing and Media Innovation, AT&amp;T</b> <b>Phil Newman, Director, Distributed Products, Weather Channel Interactive</b>	<b>BRAND WORKSHOP I: LEVERAGING MOBILE APPS TO DRIVE ENGAGEMENT AND BOTTOM-LINE RESULTS</b> <b>Moderator: Alex Do, Digital Branding Director, Landor</b> <b>Scott Mellin, CEO, Design Factory Design Labs</b> <b>DeLu Jackson, Digital Marketing Manager, Audi</b> <b>Nate Bosshard, Action Sports Brand Manager, The North Face</b>
3:15pm-3:55pm	<b>GO GLOBAL: HOW TO MONETIZE APPS ACROSS INTERNATIONAL MARKETS</b> <b>Moderator: Eliane Fiolet, Founder and Editor, <i>Ubergizmo</i></b> <b>Karsten Lemm, US Business Correspondent, <i>Stern</i></b> <b>Ron Yekutieli, Chairman and CEO, Kaltura</b> <b>Redgie Snodgrass, Head of Open API, Alcatel-Lucent</b> <b>Satya Mallya, Director of Personal Sphere, Wireless &amp; Terminals, Orange</b>		<b>LOCATION-BASED APPS: GAME CHANGER OR CURRENT SHINY OBJECT?</b> <b>Moderator: Josh Goldman, General Partner, Norwest Venture Partners</b> <b>John Kim, VP, Product Marketing, Whrri</b> <b>Rahul Sonnad, CEO, Geodelic</b> <b>Jeff Sellinger, Co-Founder &amp; Chief Product Officer, Shopclick</b>
3:55pm-4:05pm	<b>COFFEE BREAK</b>		
4:05pm-4:40pm	<b>FEED YOUR BRAIN, PART I: The Economics of Apps: A 360 Degree View</b>		<b>BRAND WORKSHOP II: LEVERAGING SOCIAL AND MOBILE APPS TO DRIVE BRAND ENGAGEMENT AND</b>

	<p><b>Presented By: Eli Camilleri, Research Partner, VisionMobile &amp; Peter Farago, VP, Marketing, Flurry</b></p>	<p><b>THE BOTTOM LINE</b>  <b>Moderator: John Durham, CEO, Catalyst S+F</b>  <b>Jaime Soper, Social Media Manager, PepsiCo</b>  <b>Seth Berman, Director of Marketing, Blue Shield of California</b>  <b>Seth Priebatsch, CEO, SCVNGR</b></p>
<p>4:45pm- 5:20pm</p>	<p><b>FEED YOUR BRAIN, PART III: AUGMENTED REALITY APPS AND LAYERED FUNCTIONALITY: IT'S COOL BUT CAN YOU MONETIZE IT?</b>  <b>Session Leader: Raimo van der Klein, CEO, Layar</b>  <b>Allan Berneir, CEO, Rofio</b>  <b>Lisa Murphy, Product Marketing Manager, Marketing, Metaio</b></p>	<p><b>EMERGING PLATFORMS: THE TABLET EFFECT</b>  <b>Moderator: Dan Frommer, Editor, Business Insider</b>  <b>Nick Talbert, Director, Product Marketing, Mediamind</b>  <b>Neil Robinson, Group Creative Director, AKQA</b>  <b>John Rabasa, Director, Experiential Planning, Publicis USA</b></p>
<p>5:30pm – 6:15pm</p>	<p><b>CLOSING KEYNOTE: FEED YOUR BRAIN, PART IV: A TRIBUTE TO MARK WEISER, THE FATHER OF UBIQUITIOUS COMPUTING AND THE RISE OF THE MOBILE MASH-UP</b>  <b>Moderator: Lars Erik Holmquist, Swedish Institute of Computer Science (SICS)</b>  <b>Mike Kuniavsky, Orange Cone</b>  <b>Bo Begole, Principal Scientist, Manager, Ubiquitous Computing Area, XEROX PARC</b>  <b>Mattias Rost, Future Applications Lab, Mobile Life, SICS</b></p>	