



THE LEADERSHIP INSTITUTE
Advanced New Media Workshop
August 3, 2010
1101 North Highland Street, 3rd Floor
Arlington, VA 22201

AGENDA

Tuesday, August 3rd, 2010

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|---------------------|--|--|
| 5:45-6:15 PM | Registration & Dinner | |
| 6:15-6:30 | Welcome & Introduction | |
| 6:30-7:15 | Mobile Communications:
(Text Messaging/SMS) | Chris Taylor
Vice President of Accounts
Tusk Mobile |
| 7:15-8:15 | Cell Phone Applications: | Allison Griffin
Marketing Director
MobilizeMe TV / BigRight |
| 8:15-8:30 | BREAK | |
| 8:30-9:30 | Online Marketing – Part I:
(Google & Facebook) | Lyndsi Thomas
Account Executive
David All Group |
| 9:30-10:00 | Online Marketing – Part II
(Advertising & Media Pricing/Buying) | Josh Strange
Sales Manager
Intermarkets, Inc. |
| 10:00 PM | ADJOURN | |