

THE 7TH
ANNUAL
DESILVA+
PHILLIPS

MEDIA DEALMAKERS SUMMIT 2009

AGENDA / MORNING SESSIONS

9:00-9:05 WELCOME

Roland A. DeSilva
Managing Partner
DeSilva+Phillips

9:05-9:25 WHAT HAPPENED TO THE DEAL MARKET? AND, WHERE DO WE GO FROM HERE?

Jay C. MacDonald
Partner
DeSilva+Phillips

Reed Phillips III
Managing Partner
DeSilva+Phillips

9:25-10:05 MARKETING SERVICES

Moderator
Richard Morgan
Assistant Managing Editor
The Deal

Thomas L. Harrison
Chairman & CEO
Diversified Agency Services
A division of Omnicom Group

Sheila Spence
SVP Corporate Development
WPP Group plc

Luke Taylor
Chief Executive Officer
LBi International AB

10:05-10:35 SPOTLIGHT INTERVIEW: THE EVENTS INDUSTRY

Mike Rusbridge
Chairman & CEO
Reed Exhibitions

INTERVIEWER: Denzil Rankine
Chief Executive
AMR International

10:35-10:55 COFFEE/NETWORKING

10:55-11:35 HEALTHCARE MEDIA

Moderator
Morris R. Levitt, Ph.D.
Managing Director, Life Sciences
DeSilva+Phillips

Bruce A. Eatroff
Partner
Halyard Capital

Jagruti Oza
EVP, Strategic Marketing & Business Development
Wolters Kluwer Health

Benjamin Wolin
Co-founder & CEO
Waterfront Media

11:35-12:15 B2B MEDIA

Moderator
Andrew Ross Sorkin
Chief M&A Reporter & Columnist
The New York Times

Sean Madden
Advisory Director
Investcorp

Scott M. Mozarsky
EVP & Chief Strategy and Development Officer
PR Newswire

Todd Tauber
Director, Corporate Development
The Economist Group

12:15-2:15 LUNCH

1:30-2:00 LUNCHEON INTERVIEW

Thomas Gensemer
Managing Partner
Blue State Digital
(managed online Obama campaign)

INTERVIEWER: Henry Blodget
CEO, Co-founder & Editor-in-Chief
Silicon Alley Insider

AGENDA / AFTERNOON SESSIONS

2:15-2:45 KEYNOTE INTERVIEW

Eric Hippeau

Managing Partner
SoftBank Capital

INTERVIEWER: Andrew Ross Sorkin

Chief M&A Reporter & Columnist
The New York Times

2:45-3:25 DIGITAL MEDIA

Moderator

Henry Blodget

CEO, Co-founder & Editor-in-Chief
Silicon Alley Insider

Brian Berger

VP Strategy & Development
Comcast Interactive Media

Habib Kairouz

Managing Partner, Rho Capital Partners
General Partner, Rho Ventures

Patrick Kenealy

Managing Director
IDG Ventures SF

3:25-3:55 SPOTLIGHT INTERVIEW: WHAT'S AHEAD FOR THE ECONOMY?

Edwin A. Finn, Jr.

Editor & President, *Barron's*
Chairman & Editorial Director, *SmartMoney*

INTERVIEWER: Lorne Manly

Entertainment Editor
The New York Times

3:55-4:35 CONSUMER MEDIA

Moderator

Lorne Manly

Entertainment Editor
The New York Times

Andrew J. Armstrong Jr.

Managing Member
Spire Capital Partners

J. Scott Crystal

President & CEO
TV Guide

Joseph Holland

VP, Strategy & Corporate Development
Martha Stewart Living Omnimedia, Inc

4:35-5:45 COCKTAIL RECEPTION