

10th
Annual

desilva + phillips
Dealmakers
Summit 2012

The Pierre
February 2, 2012

Agenda

- 7:45am - 9:00am **Breakfast and Registration**
- 8:40am – 8:50am **Conference Kick-off**
- 8:50am - 9:10am **The 2012 Deal Outlook: Trends and Opportunities**
Dan McCarthy, Partner, DeSilva + Phillips
- 9:10am - 9:45am **Panel: Consumer or Marketer Payments. Do You Have to Choose?**
Moderator:
Daniel Primack, Senior Editor, *Fortune*
Panelists:
Eric Franchi, Co-Founder, Undertone
John Hartig, CEO, Sports Information Group/Daily Racing Form
Jeff Johnson, Operating Partner, The Yucaipa Companies
- 9:45-am – 9:55 am **Smartling: A Real-time Website Translation Service**
Speaker:
Matt DeLoca, VP of Sales
- 9:55am - 10:20am **Keynote Interview**
Interviewer:
Robert Teitelman, Editor-in-Chief, *The Deal LLC*
Keynote Speaker:
Jules Kroll, Chairman & CEO, Kroll Bond Rating Agency
and founder of Kroll, Inc., the corporate intelligence firm he sold
for \$1.9 billion
- 10:20am - 10:30am **Small Planet: Mobile App Development**
Speaker:
Gavin Fraser, Founder & CEO
- 10:30am – 10:50am **Coffee Break**
- 10:50am - 11:00am **Broadcastr: Social Media Platform with Location-Based Content**
Speaker:
Andy Hunter, CEO & Co-Founder
Scott Lindenbaum, Co-Founder

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- 11:00am - 11:35am Panel: Retaining Creative Talent Following an Acquisition**
Moderator:
Jeff Bercovici, Staff Writer, *Forbes*
Panelists:
Miles Nadal, Chairman & CEO, MDC Partners
John Zieser, Chief Development Officer & General Counsel,
Meredith Corporation
- 11:35am – 11:45 am LocalResponse: Check-In Based Social Advertising Platform**
Speaker:
Nihal Mehta, CEO
- 11:45am - 12:20pm Panel: How Leading Media Companies Are Embracing Multi-Screen Delivery**
Moderator:
George Colony, Chairman & CEO, Forrester Research
Panelists:
Greg Clayman, Publisher of *The Daily*
Michael Hirschorn, President, Ish Entertainment
John F. Lansing, President, Scripps Networks Interactive
Brian Murray, President & CEO, HarperCollins Publishers
- 12:20pm - 2:00pm Lunch**
- 1:30pm - 2:00pm Luncheon Keynote: A New Business Model for Investigative Journalism**
Interviewer:
Chrystia Freeland, Editor, Thomson Reuters Digital
Luncheon Keynote Speakers:
Paul Steiger, Editor-in-Chief, CEO & President, ProPublica
Stephen Engelberg, Managing Editor, ProPublica
- 2:10pm - 2:20pm Wireless Developer Agency: Mobile Audience Aggregation**
Speaker:
Konny Zsigo, President

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- 2:20pm - 2:55pm** **Panel: Transitioning from Print to Digital**
Moderator:
Andrew Edgecliffe-Johnson, Media Editor, *Financial Times*
Panelists:
David Nussbaum, Chairman & CEO, F+W Media
Richard A. Reiff, CEO, Advantage Business Media
Justin B. Smith, President, Atlantic Media Company
- 2:55pm - 3:05pm** **Precision Health Media: The Largest Aggregator of Diagnosed Online Audiences**
Speaker:
Bill Jennings, CEO
- 3:05pm - 3:35pm** **Panel: Corporate vs. Private Equity Buyouts**
Moderator:
Denzil Rankine, Executive Chairman, AMR International
Panelists:
Daniel Galpern, Partner, TZP Group LLC
Martin Maleska, Advisory Director, Investcorp
Andrew Prozes, Senior Advisor, Warburg Pincus
Thomas C. Uger, Partner, KKR
- 3:35pm - 4:05pm** **Panel: Death of Pureplays: The End of Pure Content, Commerce and Marketing**
Moderator:
Henry Blodget, CEO & Editor-in-Chief, *The Business Insider*
Panelists:
Christopher S. Gaffney, Managing Partner,
Great Hill Partners LLC
Michael Katz, Founder & CEO, interclick (from Yahoo!)
Dinesh Moorjani, Founder & CEO, Hatch Labs
Adam Rich, Co-Founder and Editor-in-Chief, Thrillist.com
- 4:05pm - 4:15pm** **Snooth: The World's Largest Online Wine Community**
Speaker:
Rich Tomko, CEO
- 4:15pm – 5:30 pm** Cocktail Reception