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SOLUTIONS



A FIELD

# GUIDE TO ADVERTISING

S P E A K E R S   &   L O G I S T I C S

## TIME

## TOPIC

## LOCATION

8 - 8:45 am	Registration / Check-in / Breakfast	Lobby
8:45 - 10 am	Resume Review	Temple Space
8:45 - 9:15 am	I could get paid for that? Advertising roles they don't teach in school	Sanctuary
9:15 - 9:45 am	#Ad: Becoming a social influencer in an always-on world	Sanctuary
10 - 10:45 am	Keynote: Tom Demetriou, Rockbox	Sanctuary
10:50 - 11 am	Day in the life: Molly Griffin, Strategy	Sanctuary
11:05 - 11:15 am	Day in the life: Lisa Yansura, Account Service	Sanctuary
11:15 - 11:25 am	Break + Q&A	Sanctuary
11:30 - 11:40 am	Day in the life: Kevin Wright, Copywriting	Sanctuary
11:45 - 11:55 am	Day in the life: Edwing Mendez, Art Direction	Sanctuary
11:55 - 12:05 pm	Break + Q&A	Sanctuary
12:10 - 12:40 pm	Group A: Lunch	Cafe
12:10 - 12:40 pm	Group B: Keynote: Matt Bowne, Garmin	Sanctuary
12:45 - 1:15 pm	Group A: Keynote: Matt Bowne, Garmin	Charles Filmore
12:45 - 1:15 pm	Group B: Lunch	Cafe
1:20 - 1:30 pm	Day in the life: Dany Gimeno, Production	Sanctuary
1:35 - 1:45 pm	Day in the life: DJ Balazs, Media	Sanctuary
1:45 pm - 1:55 pm	Break + Q&A	Sanctuary
2 - 2:10 pm	Day in the life: Morgan Shandler, PR	Sanctuary
2:15 - 2:25 pm	Day in the life: Bailey Barry, Social	Sanctuary
2:25 - 2:35 pm	Break + Q&A	Sanctuary
2:45 - 3:45 pm	Portfolio Review	Temple Space
2:45 - 3:15 pm	Partners in crime: The places ad agencies work with	Sanctuary
3:15 - 3:45 pm	Can you mentor me? How to find a mentor in advertising	Sanctuary
3:30 - 5 pm	Career Fair	Lobby

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