

Media Future Now
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Reports, Discussion and Idea Exchange

AGENDA for Tuesday, July 22, 2008

- I. Introductions/announcements**
- II. Reports on recent developments**

Presentations and Discussion

Our speakers:

Michael Collins, Kinetic Mobile (WPP Worldwide's mobile division), CEO
Contact Michael: michael.collins@kineticww.com, www.kineticww.com

Peter Corbett, iStrategylabs, CEO
Contact Peter: peter@istrategylabs.com, www.istrategylabs.com

Chris Parandian, mobilediner.com and Tin Can Communications, Founder
Contact Chris: chris@mobilediner.com, www.mobilediner.com

Moderator: Larke Paul, Threespot Media, Account Manager
Contact Larke: larke.paul@threespot.com, www.threespot.com

3G: MOBILE MEDIA IN MOTION

"MOBILE" means video, 3-way interactive, location-based social media, rethinking of content distribution, and commercial marketing. We will look at where mobile media is heading so we can create strategies that are original and effective, yet appropriate for a platform that not only changes in the physical sense, but relies on a service model that is not always readily accessible (signal). We'll address how mobile is changing:

- * Distribution models in news and information companies
- * Advertiser strategies
- * Issue advocacy and follow-through
- * Communications strategy (DC-based and outside the Beltway)

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III. Next meeting: Tuesday September 23rd, 12:15pm to 1:45pm, Location TBA.

Thank you to Jack Quinn, Stacey Morton Bowlin, Jeff Connaughton, Pat McMurray and their colleagues at Quinn Gillespie for hosting our event today. We welcome participation and ideas from all members and guests. Thank you all for joining us today.

Media Future Now is ...

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And as always, please visit Media Future Now's blog,
<http://mediafuturenow.blogspot.com>.*

OUR GUEST SPEAKERS TODAY

Michael Collins, Kinetic Mobile, CEO

(www.kineticww.com/divisions-kinetic-mobile.asp)

Kinetic Mobile, WPP Worldwide's mobile division, and part of Kinetic Worldwide outdoor advertising. Kinetic clients include Ford, T-Mobile, Virgin Atlantic, Vodafone, Unilever and many others. Michael formerly was US General Manager for Refresh Mobile, a global mobile solutions company that brought over 75 media brands mobile, including The New York Times, Forbes, Conde Nast, Reuters and many others.

Peter Corbett, iStrategyLabs, CEO

(www.istrategylabs.com)

Peter can and will talk knowledgeably about the present – no need to wait for the future – of social/mobile in 2008; using mobile web applications for lifestreaming content to the web/mobile; and using location-based social media, see <http://brightkite.com/people/corbett3000/>. At iStrategyLabs, Peter focuses on producing marketing campaigns that marry the online and offline worlds. In prior roles, Peter has been a TV producer, art director, international content licensing executive, documentarian, concert producer and digital strategist. A natural web-geek at heart, Peter remains focused on the interactive side of the advertising business, providing clients with digital strategies that leverage all areas of The Interactive Universe, but his producer mentality drives the experiential and content production side of the iStrategyLabs business.

Chris Parandian, Tin Can Communications, Founder

(www.mobilediner.com)

Tin Can Communications is a public affairs and new media focused communications firm based in Washington, DC. Chris received his undergraduate degree from Lehigh University and earned his MBA from Johns Hopkins University. He has been an active advocate on telecommunications policy and has worked for two Fortune 250 companies: Alltel and AT&T Wireless. Chris spoke recently at the Free Press Conference on utilizing mobile media to augment citizen journalism and mobilization efforts. You can channel your inner Edward R. Murrow and See it Now! at: <http://www.freepress.net/node/39222>.

Moderator: Larke Paul, Threespot Media, Account Manager

(www.threespot.com)

Threespot Media is an interactive agency located in Columbia Heights, Washington, DC. Larke is an Account Manager at Threespot Media. Larke guides her clients and project teams through creative and strategic thinking to arrive at inventive solutions for their communication initiatives. Larke is interested in all things technology-related, especially interactive video, moving from Web 2.0 to Web 3.0, smart fueling options for consumer vehicles and the latest trendy marketing craze: Dark Marketing.