



LIMITED TICKETS AVAILABLE

# This is a MUST-ATTEND Conference for Agency Leaders

## WHO SHOULD ATTEND:

Agency CEOs, Presidents, Managing Directors, Creative Directors, CFOs, and Senior Management.

### DATE:

Thursday, April 15, 2010

### SCHEDULE:

8:30-9:00AM

Breakfast

9:00-11:00AM

Presentation and Panel Discussion

11:00AM +

Networking Reception incl. refreshments

### LOCATION:

The Bram & Bluma Appel Salon  
at the Toronto Reference Library  
2nd Floor

789 Yonge St. (Bloor & Yonge)  
Toronto, ON, M4W 2G8

### PRICING:

ICA Members

\$175.00 one person

\$300.00 two people

The goal of eCEO is to arm ICA Member Senior Management with operational business insights and tools to make better business decisions in an evolving digital landscape. eCEO explores the dynamics of the digital era and how to transform traditional agencies into successful businesses of the future.

### Primary Focus:

- The shifting landscape of Web 2.0.
- The differences between traditional and digital spaces (cost and servicing)
- Insights to ease migration for traditional practitioners

### Other Key Topics:

- The digital age
- Global digital creative cases
- Transformation to the digital agency
- De-bunking myths of social media to technology trends

## Keynote Speaker: Michael Kelley



Partner, Advisory Services (NY) in the Entertainment, Media, Communications and Technology Sector of PriceWaterhouse Coopers

Michael is considered one of the leading emerging digital and mobile new business "architects" and works across the advertising revenue stream. Among his accomplishments, he has worked with NBCU and NewsCorp on the conception, development and build out of Hulu, including new advertising models. Michael has worked with AT&T on their creation of new advertising applications over mobile, broadband and IPTV—working with over 50 advertisers in the development process. He works with senior executives of the five major agencies on their changing compensation models, content companies on new forms of advertising and revenue, and increasingly, with advertisers on leveraging their media buys and customer touch points into media platforms.

For registration, please visit the website by clicking [here](#).

For further information please contact Stacey Farber at [sfarber@icacanada.ca](mailto:sfarber@icacanada.ca)

