

- nextMEDIA 2008 Schedule -

Tuesday November 18th

Times	Sessions
08:25:00 - 09:00:00	Registration Desk Opens
08:30:00 - 09:00:00	The Breakfast Club: Deals And Donuts
09:00:00 - 09:05:00	Introducing A "Two-Day Monetization Medical"
09:05:00 - 09:35:00	Economic Meltdown? Will 'Free' Save the Future?
09:35:00 - 10:20:00	Re-Engineering The Broadcast Business
10:20:00 - 10:50:00	Networking Coffee Break
10:40:00 - 11:20:00	Interactive Workshop - Paper Prototyping: Innovation at Your Fingertips
10:50:00 - 11:20:00	Audience Behaviour: Bring Back That Lovin' Feelin'
11:20:00 - 11:50:00	How To Make Money In Online Video
11:50:00 - 12:35:00	Making Money from Pay per Use Content Services
11:50:00 - 12:35:00	Producers Workshop: Next Generation Storytellers
12:35:00 - 13:40:00	Lunch & Networking Break
13:40:00 - 14:40:00	Mobile Applications Showcase
14:40:00 - 15:10:00	Affiliate Marketing: A Powerful Way of Driving Traffic And Revenue
15:10:00 - 15:50:00	Networking Coffee Break
15:50:00 - 16:20:00	Expanding Branded Entertainment Online
16:20:00 - 16:35:00	Industry Talk Back
19:30:00 - 23:00:00	Opening of the 2008 Canadian New Media Awards (n.b Tickets must be purchased seperately)

Wednesday November 19th

Times	Sessions
09:00:00 - 09:25:00	Morning Registration Opens
09:25:00 - 09:30:00	Opening and Day One Recap
09:30:00 - 10:00:00	Immersive Branded Entertainment
10:00:00 - 10:40:00	Producers Workshop: Digital Deals, Your Digital Rights
10:00:00 - 10:45:00	Rock 'n Roll In the Social Media Revolution
10:45:00 - 11:15:00	Networking Coffee Break
11:15:00 - 11:45:00	Where to Look Next? Trends for 2009
11:45:00 - 12:45:00	The Economy of Engagement
12:45:00 - 13:45:00	Networking Lunch: Where Birds Of A Feather Are Seated Together
13:45:00 - 14:15:00	17 Digital Days: Cross-Media Consumption Learnings from Beijing
14:15:00 - 14:40:00	Analogue Dollars Vs. Digital Pennies
14:40:00 - 15:10:00	Networking Coffee Break
15:10:00 - 15:55:00	Mobile Persuasion: How to Market Using the Mobile
15:10:00 - 15:55:00	Producers Workshop: The Skinny on Working with Advertising Agencies
15:55:00 - 16:40:00	Media Planning and Media Buying: In The Digital Domain
16:40:00 - 16:55:00	nextMEDIA: Closing Remarks
17:00:00 - 18:30:00	nextMEDIA Drinks Reception