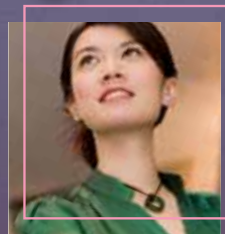


Calling All Students & Young Professionals!

W NEW YORK
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IN
COMMUNICATIONS
FOUNDATION

PROUDLY PRESENTS



2011 STUDENT COMMUNICATIONS CAREER CONFERENCE

*Build Your Career Toolkit: Get the
Expert Advice You Need to Succeed*

Saturday, November 19 from 9:15 a.m. - 5:00 pm.
Grand Hyatt Hotel in New York City

Sponsored by **3M**

8:45 a.m. sharp **Onsite Registration**

9:15 a.m. **Brunch Sponsored by NBC Universal**



9:30 a.m. **Welcome Address**

New York Women in Communications President **Catherine Mathis**
Senior Vice President, Marketing & Communications, Standard & Poor's

9:35 a.m. **Tools for Success: You and the People Around You**
Helen Wagner, Manager, Public Relations, 3M



9:55 a.m. **Keynote Address**
Ann Shoket, editor-in-chief, *Seventeen* magazine

10:55-11:55 a.m. **Panel Session 1**

**Broadcast
and Cable**

Amy Cohen | Executive Producer, WNYW/FOX 5 New York

Annabelle McDonald | Executive Producer, WE tv

Room:
Broadway

Laurissa James | Producer, Story House Productions

Shazia Khan | Reporter, NY1

Moderator: Andrea Morabito | Staff Writer, *Broadcasting and Cable*

**Digital, Social and
Mobile Media**

Maria Burns Ortiz | Social Media Columnist, ESPN.com

Rebecca Ginsberg | Global Communications and Public Affairs, Google

Room:
Morosco/Plymouth

Julie Hochheiser Ilkovich | Editorial Director, Alloy Entertainment at Alloy Media + Marketing

Morgan Baden | Director of Social Media & Internal Communications, Scholastic

Moderator: Emily Banks | Associate Managing Editor, Mashable

Marketing

Chickie Bucco | President, Katz Direct

Elissa Harman | Vice President of Consumer Marketing, Oxygen Media

Room:
Uris/Julliard

Erica Martirano | Assistant Director of Advertising and Promotions, Penguin USA

Jayne Wallace | Director of Corporate Communications, Sprint Prepaid Brands

Moderator: Catharine P. Taylor | Blogger, Mediapost

12:15-1:15 p.m.

Panel Session 2

From Print
to Digital

Shelly Banjo | Reporter, *The Wall Street Journal*

Nicole Bode | Senior Editor with DNAinfo.com

Kierna Mayo | Editorial Director, *Ebony.com*

Mary Skafidas | VP Marketing and Communications, The McGraw-Hill Companies

Moderator: Brian Stelter | Reporter, *The New York Times*

Room:
Broadway

Advertising

Shari Bronson | Group Managing Director, Seiden Advertising

Leah Tanner | Management Supervisor, Publicis

Cat Wilson | Strategist, Mother New York

Ansley Dunn | Assistant Director, M.A. in Graphic Communications Management and Technology, NYU-SCPS

Moderator: Erin Matts | Global Director, Digital Connections, AB InBev

Room:
Morosco/Plymouth

Communications
Entrepreneurship

Marcia Cole | Founder & Editorial Director at Ambermag.com/lvy Communications, Inc.

Sarah Durham | Principal, Big Duck

Karen Robinovitz | Co-Founder/Chief Creative Officer, Digital Brand Architects

Jessica Styles | Founder/Professional Coach, TheFabNetwork.com

Moderator: Laurel Touby | Founder/Senior Vice President, Mediabistro

Room:
Uris & Juilliard

1:30 p.m.

“Network Your Way to the Top” Snack Break

2:15 - 3:15 p.m.

Panel Session 3

Magazine Writing
for Print & Online

Allison Baker | Associate Nutrition Editor, *SELF Magazine*

Sharon Clott | Fashion News Editor, Instyle.com

Rachel Mount | Assistant Food Editor at *O, The Oprah Magazine*

Anja Winikka | Site Editor, The Knot

Moderator: Paula Gregorowicz | Career and Business Section Editor, BlogHer

Room:
Broadway

Public Relations

Lindsay Galin | VP, Rogers & Cowan

Erica Iacono | Account Supervisor/Senior New Business Specialist, Ketchum

Beth Jacobson | Senior Director, Public Relations at *Entertainment Weekly*

Alysia Lew | Vice President, Corporate Communications (Financial) at Madison Square Garden

Moderator: Tonya Garcia | Editor, PRNewser/Mediabistro

Room:
Uris & Juilliard

Visual
Communications

Amanda Blackman | VP Senior Creative Director, Jack Morton Worldwide

Amy Cao | Head of Community, Foodspotting

Nathalie Kirsheh | Design Director, *Details* magazine

Kate Lord | Photo Editor, *The Wall Street Journal*

Moderator: Bonnie Blake | Director, Graphic Communications Management & Technology
M.A. Program, New York University

Room:
Morosco/Plymouth

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SCHOOL OF COMMUNICATION AND PROFESSIONAL STUDIES

3:35 - 4:35 p.m.

Closing Panel Session

Secrets to a
Successful Job
Search

Ayana Albert | Human Resources Manager, MacMillan, Ltd.

Marie Carroll Bevione | VP Chief Talent Officer, PHR at T3 (The Think Tank)

Michelle Hord-White | Vice President, Talent Development and Pipeline Programs, NBC Universal

Susan Lauher | Managing Director, Human Resources, The Kaplan Thaler Group

Moderator: Sandra Thomas | Vice President, Community Affairs, WABC-TV

Sponsored by



PUBLICIS GROUPE

4:45 p.m.

Raffle Drawing & Attendee Gift Bags