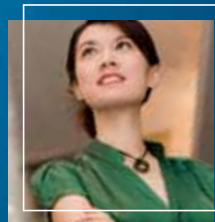


Welcome All Students & Young Professionals!

2010 Student Communications Career Conference

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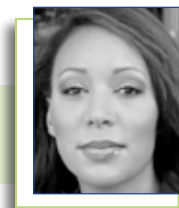


Saturday, November 6, 2010 Grand Hyatt Hotel in New York City

- 8:45 a.m. sharp** Onsite Registration
- 9:15 a.m.** "Get a Head Start" Brunch
- 9:30 a.m.** Welcome Address
New York Women in Communications President **Linda Kaplan Thaler**
CEO & Chief Creative Officer, The Kaplan Thaler Group

- 9:35 a.m.** The Winning Difference: Setting Yourself Apart
Helen Wagner, Manager, Public Relations, 3M

- 9:55 a.m.** Keynote Address
Mara Schiavocampo, Correspondent, NBC News



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

Broadcast and Cable Journalism

*Room:
Uris & Juilliard
Conference Level*

- Liz Cho**, Co-Anchor, WABC Eyewitness News
Celeste Headlee, Co-host, *The Takeaway*
Audrey Pass, Senior Director, Communications & Public Affairs, FOX5/ My9 TV
Alison Stewart, Co-Anchor, *Need To Know*, PBS
Moderator: Lisa Evers, Reporter, WNYW-TV/Fox 5 News

Digital Marketing and Social Media

*Room: Broadway
Conference Level*

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SEPHORA

- Kendra Bracken-Ferguson**, Co-Founder, Digital Brand Architects
Ansley Dunn, Assistant Director and Adjunct Instructor, M.A. Program in
Graphic Communications Management and Technology, NYU-SCPS
Eunic Ortiz, Web/ Social Media Manager and Press Officer, New York City Council
Nicole Stillings, Director of Social Media, ICED Media
Moderator: Gail Griffin, General Manager, Barrons.com and SmartMoney.com

Marketing/Integrated Communications

*Room:
Alvin & Carnegie
Conference Level*

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- Bonnie Blake**, Academic Director, M.A. Program in Graphic Communications
Management and Technology and Faculty at NYU-SCPS
Danielle Conboy, Associate Merchandising and Promotion Manager,
Brides Magazine
Dana Beth Hagendorf, Luxury Marketing Executive
Jaymee Messler, Vice President of Marketing, Excel Sports Management
Moderator: Alice Cherry, Senior Director of Social Media, Standard & Poor's

12:15-1:15 p.m. Panel Session 2

**Newspaper/Wireless/
Online Reporting**

Room:
Alvin & Carnegie
Conference Level

Matea Gold, Staff Writer, Tribune Washington Bureau
Patricia Kitchen, Educator and Journalist, *Newsday*
Monica Williams, News Editor, *The Wall Street Journal's* Greater New York section
Moderator: Jamie Heller, Investing Editor, *The Wall Street Journal*

**Communications
Entrepreneurship**

Room: Broadway
Conference Level

Harriette Cole, President and Creative Director, Harriette Cole Media
Dorothy Crenshaw, CEO and Creative Director, Crenshaw Communications
Jenn Falik, Style & Beauty Expert and Host, MSN.com's *Beauty BFF* web series
Suzanne Kantra, Editor-in-Chief, Techlicious.com
Moderator: Mistina Picciano, President and Chief Content Strategist, Market It Write

Advertising

Room:
Uris & Juilliard
Conference Level

Leigh Doyle, Director, Sales Pricing and Planning, iVillage.com, NBC Universal
Lauren Fisch, Sales Planner, Oxygen NBC Universal
Linda Gharib, Account Manager, Microsoft
Rebecca Taylor, Senior Assistant Brand Manager, Unilever
Moderator: Sarah DaVanzo, Strategic Planning Director, Trends + Culture, The Kaplan Thaler Group

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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 and Web**

Room:
Uris & Juilliard
Conference Level

Joey Bartolomeo, Senior Writer, *People*
Robin Monheit, Editor, Network Programming, Hearst Digital Media
Susan Schulz, Editorial Brand Director, *Cosmopolitan*
Ingrid Skjong, Executive Online Editor, Niche Media
Moderator: Donya Blaze, Senior Editor, Mediabistro.com

Public Relations

Room: Broadway
Conference Level

Christine Donnelly, Senior Publicist, Free Press
Laura Kaplow-Goldman, Director of Public Relations, The New 42nd Street/
The New Victory Theater
Alexandra Smith Ozerkis, Team Director, Kellen Communications
Erin Tracy, Team Leader/Vice President, Regan Communications
Moderator: Leslie Hunt, Associate Director, Outreach, EMBA Career
Management, Columbia Business School

**Visual
Communications**

Room:
Alvin & Carnegie
Conference Level

Mayumi Ando, Creative Director, Dylan's Candy Bar
Debbie King, Manager of Brand and Creative Operations, National Football League
Gillian Nadel, Associate Photo Editor, *Entertainment Weekly*
Moderator: John Burke, Director of Company Archives, Phillips-Van Heusen/ Tommy Hilfiger

3:35 - 4:35 p.m. Closing Panel Session

**Secrets to a
Successful Job
Search**

Lindsey Bunton, Recruiter, Condé Nast
Brian Knox, Senior Vice President/Director Corporate Diversity, Katz Media Group
Alison Osterbur, Director, Human Resources, iVillage- NBC Universal
Barbara Safani, Owner, Career Solvers
Moderator: Vicki Salemi, Author, *Big Career in the Big City*

4:45 p.m. Raffle Drawing & Attendee Gift Bags