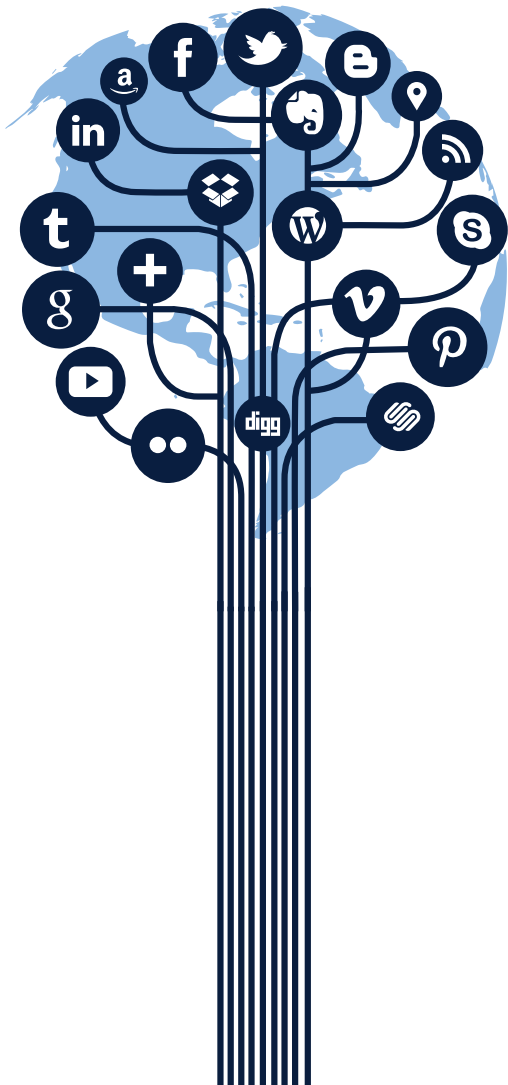


Next World Media Symposium

ALL THE MAD MEN ARE DEAD

Inside the revolutionary new world
of advertising.

Hanes Art Center Room 121
Friday, November 13, 2015



Welcome & Motivation for "Next World" Symposium
JoAnn Sciarrino, Master of Ceremonies

9:00 a.m.

Changes in Advertising (and Public Relations)

Livis Freeman, 4ourFans

9:10 a.m.

Our Careers in Advertising

Gretchen Walsh & Liz Paradise, McKinney Advertising

9:40 a.m.

My Careers Including Advertising

Trip Park, art director, illustrator, movie marketer & painter

10:10 a.m.

The New World of Digital

Mark Rockett, iProspect

10:35 a.m.

Break

10:50 a.m.

The New World of Strategy

Dave Alsobrooks, The Paragraph Project

11:20 a.m.

The Reinvented Job of Copywriter

Stevie Archer, McKinney Advertising

11:50 a.m.

The Reinvented World of Branding

Casey Brown, Facebook