



The Office of Workforce & Economic Development



City of Santa Monica



## SoCal MRA's 3rd Annual Entertainment Research Symposium Product Placement & Sponsorship Integration



Join us Thursday, May 27, 2010 from 5:30pm – 8:00pm at the Santa Monica Library

Registration Required (no cost) > <http://productplacement2010.eventbrite.com/>

### Product Placement & Sponsorship Integration: Best Practices and Case Studies

Join Los Angeles Entertainment and Market Research Industry Executives as they share cutting edge insights on product placement and sponsorship integration strategies in a media fragmented world with multi-tasking audiences across platforms. Panelists will cover emerging industry best practices, new and future business models and the impact this evolving industry will have on our future workforce.

#### Schedule:

5:30pm	Onsite Registration Opens & Check-in
6:00pm	Welcome
6:00-6:30pm	State of the Industry
6:30-7:30pm	Media Roundtable
7:30-8:00pm	Audience Q/A

#### Scheduled Speakers: *(Subject to change without notice)*

**Adelman Media Group**, Jason Adelman, Principal  
**A & E Television Networks**, Mike Greco, EVP Strategic Insights  
**comScore**, Graham Mudd, VP Marketing  
**Fox Sports Network**, Mark Sommer, Research & Programming  
**Warner Bros.**, Bruce K. Rosenblum, EVP Media Research & Insights  
**Moderator:** Emily Della Maggiora, President, Treehouse Strategies Inc.;  
 Santa Monica College, Workforce & Economic Development

#### Sponsors Include:

ThinkLA.org  
 Southern California Market Research Association  
 Bizmore.com  
 GirlsInTech  
 Small Business Development Center (SBDC)

#### Location:

Santa Monica Library  
 2nd Floor  
 601 Santa Monica Blvd  
 Santa Monica, CA 90405

Follow this event on Twitter: #smcpp

For more information: Please E-mail Terry Le at: [Le\\_Terry@smc.edu](mailto:Le_Terry@smc.edu)

No cost for admission. Registration required.