



Warner Bros. Studio Tour & Media Lab
BEA Faculty Seminar
July 14 & 15, 2011 | Burbank, CA
AGENDA

THURSDAY, JULY 14, 2011 **DAY 1**

- 9:00 AM** **Best Western guests meet in hotel lobby for walk to “Triangle Building”**
- 9:10 AM** **All participants meet at the fountain in front of the Triangle Building**
Located at 4001 W. Olive Ave. (corner of Maple)
- 9:30 AM - 12:00 PM** **WB Studios VIP Tour**
- 12:00 - 1:30 PM** **Lunch @ walk-thru cafeteria on WB Studio Lot**
- 1:30 - 1:45 PM** **Assemble at WB Media Lab**
All sessions will take place at the Warner Bros. Media Lab
- 2:00 - 3:00 PM** **SPEAKER: Bruce Rosenblum, Office of the President, WB TV Group**
Overview of studio and impact of Research on all business units, followed by Q&A.
- 3:00 - 4:00 PM** **PRESENTATION: Biometrics & Eyetracking**
Bruce K. Rosenblum, Executive Vice President, WB Media Research & Insights
Best Practices for Product Integrations and Website Usability and Advertising ROI.
- 4:00 - 5:00 PM** **PRESENTATION: Interactive Eyetracking**
Michelle Kramer, Vice President, Media Research, Digital Database Design
Wayne Neiman, Senior Vice President, WB Media Research & Insights
- 5:00 - 6:00 PM** **SPEAKERS: Harvey Levin, Creator & Producer, TMZ**
Michelle Kramer, Vice President, Media Research, Digital Database Design
The role of Digital Research and the importance of understanding TV, Online & Mobile Analytics in order to create a successful Cross-Platform strategy for TMZ.
- 6:45 PM** **Meet in Best Western lobby for walk to Mo’s**
- 7:00 PM** **Group Dinner at [Mo’s Restaurant](#)**
Located at: 4301 Riverside Drive - Burbank, CA



4001 W. Olive Ave
 Burbank, CA 91522
www.warnerbros.com



- 8:00 - 9:00 AM** **CONTINENTAL BREAKFAST** - *4th Floor Conference Room*
- 9:00 - 10:00 AM** **SPEAKER: Andy Lewis, Executive Vice President and General Administrative Manager, WB Domestic Television Distribution**
The role of Research in Local TV, Cable Net and Advertiser Sales, followed by Q & A.
- 10:00 - 10:45 AM** **PRESENTATION: The Big Bang Theory Syndication | Deck & Sales Tape**
Sharon Barder, Executive Director, Media Research
Carolyn Bisson, Director, Media Research
Media Research Team
- 10:45 - 11:00 AM** **BREAK**
- 11:00 AM - 12:00 PM** **SPEAKER/PRESENTATION: Susan Kantor, Executive Vice President WB Marketing**
The Big Bang Theory Syndicated Marketing Campaign and the role of Research, followed by Q&A.
- 12:00 - 12:30 PM** **PRESENTATION: Anderson Cooper & Sales Tape**
Sharon Barder, Executive Director, Media Research
Alexia Raven, VP, Media Research
Media Research Team
Update on Collaborative Marketing Project and initial results.
- 12:30 - 1:30 PM** **LUNCH** - *4th Floor Conference Room*
Interactive discussion, feedback from attendees and Q&A.
- 1:30 - 2:00 PM** **PRESENTATION: The Blind Side** *Movie Presentation*
Dave Eckelman, Director, Media Research
Bob Nielsen, Director Media Research
- 2:00 - 2:30 PM** **PRESENTATION: Research Finance**
Eric Medel, Vice President, Finance & Administration
Marcus Juniel, Director, Media Analysis
Justin Green, Manager, Media Analysis
Process of estimating revenue, rating estimates, line-ups, time periods & CPM's.
- 2:30 - 3:15 PM** **PRESENTATION: Next Age of TV** *The Transmedia Study*
Alexia Raven, Vice President, Media Research
Carolyn Bisson, Director, Media Research
- 3:15 - 3:30 PM** **BREAK**
- 3:30 - 4:30 PM** **SPEAKERS: Judy Daniel, Senior Vice President, Human Resources**
Vanessa Joslyn, Manager, Recruitment, Development & Outreach
WB Internships and Recruitment
- 4:30 PM** **ADJOURN**