

The Future of Media @ Sony Music

The world of digital media is constantly evolving. There has been a massive shift in everything from how audiences consume news to the way revenue is earned. Forward-thinking brands are redesigning the way stories are told and the way content is distributed. In this increasingly competitive marketplace, marketers must understand not only how to connect with their customers in new ways, but how to define and track ROI in this new landscape.

Join us for this ANA members-only event, hosted by Columbia Records (A division of Sony Music Entertainment), where you will hear insightful case studies, best practices, and actionable takeaways on how to adapt to changing consumer preferences and behavior.

When:

Start: Thursday, April 18, 2019 at 8:15am

End: Thursday, April 18, 2019 at 3:00pm

Where:

Sony

25 Madison Ave.

27th Floor MPR

New York, NY 10010

Agenda

Confirmed Sessions:

SONY MUSIC: CONECTING WITH TODAY'S GLOBAL CUSTOMER

Sony Music Entertainment is a global music company with a roster of current artists that includes both local and international superstars, as well as a vast catalog that comprises some of the most important recordings in history. In this session, Jennifer Frommer, SVP, Brand Partnerships and Creative Content at Columbia Records will share how the company develops their content and channel strategy to engage with their target audience.

Jennifer Frommer

SVP, Brand Partnerships and Creative Content

Columbia Records

VOLVO CAR GROUP: INFLUENCER STRATEGY AND CONSUMER ENGAGEMENT

Volvo Cars is one of the most well-known and respected car brands in the world with sales of over 600,00 cars in 2018 in about 100 countries. They are a leader in safety and innovation. In this session, hear from Erin Silver, Head of Social Media at Volvo who will share insights on their influencer and content strategy and how her team engages on social.

Erin Silver

Head of Social Media

Volvo

GE: PLANNING FOR THE FUTURE STATE OF MEDIA

GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. With people, services, technology and scale, GE delivers better outcomes for customers by speaking the language of industry. In this session, Linda Boff, CMO at GE and Laura Correnti, Partner, Giant Spoon will share insights on how GE adapts to changing consumer habits and how they are planning for the future state of media.

Linda Boff

CMO

GE

Laura Correnti

Partner

Giant Spoon

CAMPARI: REINVENTING STORYTELLING FOR TODAY'S CONSUMER

In 2016, Wild Turkey named Matthew McConaughey their new Creative Director and "Chief Storyteller." More than just a brand spokesperson, McConaughey's involvement includes reintroducing bourbon to the American public. In this session, Dominic Alcocer, Brand Marketing, Whiskey from Campari America will share more about this new version of storytelling, presenting work for Wild Turkey that they are extremely proud of, including some of our most recent highlights giving back to First Responders in Houston who helped with Hurricane Harvey.

Dominic Alcocer

Brand Marketing, Whiskey

Campari America

THE FUTURE OF SEARCH: VOICE & VISUAL

Dan Golden, President & Chief Search Artist at Be Found Online will cover some of the big themes and changes facing the world of search marketing. From the continued rise of voice search to the burgeoning technology around visual and video recognition, the world of search marketing as we know it is changing significantly. Add the complexity of new devices like smart screens, automotive platforms, smart watches, augmented reality cameras and glasses our notion of "search" is going to be changing drastically in the 2019 and beyond. In this session, you'll learn more about the emerging technology platforms & ecosystems and leave with a "future of search" marketer's playbook.

Dan Golden

President & Chief Search Artist

Be Found Online