

# CAREER DAY 2023

## AGENDA

- 7:30 a.m. Check In - *Lobby Entrance*
- 7:30 a.m. Breakfast - *5th Floor*
- 8:00 a.m. Welcome - *5th Floor Event Space*
- 8:30 a.m. Keynote Address by Shelby Saville, CIO, Publicis Media - *5th Floor Event Space*
- 9:30 a.m. General Session #1: Ecosystem of Advertising - *5th Floor Event Space*
- 10:30 a.m. General Session #2: How to Stand Out in the Hiring Process- *5th Floor Event Space*
- 11:30 a.m. Breakout Session #1 (*See descriptions and locations below*)
- 12:15 p.m. Sponsor Networking Lunch - *5th Floor Event Space*
- 1:15 p.m. Breakout Session #2 (*See descriptions and locations below*)
- 2:00 p.m. Career Fair Expo - *5th Floor Exhibition Hall*
- 4:00 p.m. Event End

### CAREER RESOURCE CENTER | ALL DAY | ROOM 329

Want an experienced set of eyes on your resume? Not sure what to put in the “about” section on your LinkedIn? Ready to strike a pose for your new headshot? Just have a random career question in general? We’ll have the experts you need to position you for your dream job. Come and go as you please throughout the day!

## GENERAL SESSIONS

### ADVERTISING ECOSYSTEM | 9:30 AM - 10:15 AM | 5TH FLOOR

PANELISTS: **Erin Fitzgerald**, KraftHeinz; **David Jones**, Third Street; **Scott Hess**, Publicis Media; **Eric Johnson**, NBC Universal

MODERATOR: Professor **Shanita Baraka Akintonde**

You see upwards of 10K ads *every day*, but you likely don’t have much insight into how those ads come to life and who makes what happen. Our experts will help you understand different roles and functions within the advertising ecosystem. Don’t miss this opportunity to gain knowledge and meet professionals to power up your career prospects.

### HOW TO STAND OUT IN THE HIRING PROCESS | 10:30 AM - 11:15 AM | 5TH FLOOR

PANELISTS: **Lauren Branstetter**, Publicis Creative; **Michael O’Neill**, FCB; **Bushra Amiwala**, Google; **Molly James-Lundak**, AbbVie

MODERATOR: **Veronica Appleton**, The Marketing Arm

Stuck in the never-ending cycle of interviews and job applications? Learn tips and secrets that optimize your resume, identify questions to expect, and how to understand which successes you should highlight to make recruiters take notice. We’ll equip you to tell YOUR story and feel more prepared than ever before going into an interview.

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## BREAKOUT SESSION #1

NETWORKING DO'S AND DON'TS | 11:30 AM - 12:15 PM | ROOM 357

PANELISTS: **Nicole Haber**, FCB; **John Grad**, Yahoo; **Leslie Chapin**, Acast, **Lindsey Spivey**, NBC Universal  
MODERATOR: **Lori Claps**, Paramount

Networking is critical to unlocking possibilities in today's digital age. Our panel offers tips from networking pros that'll teach you the critical art of making good first impressions and how to turn contacts into opportunities. Learn how to communicate with confidence and clarity, and to connect with people in meaningful ways to establish strong career relationships.

YOU GOT THE JOB, NOW WHAT? | 11:30 AM - 12:15 PM | ROOM 314

PANELISTS: **Courtney Messer**, Publicis Media; **John Trout**, A+E Networks; **Austin Sellers**, One Design, **Melanie Kaufman**, Roku  
MODERATOR: **Maureen Glure**, Starcom

Don't worry; we've got you covered. Join our panel and discover how to hit the ground running, conquer entry-level challenges, and set yourself up for long-term success. Empower yourself with skills and tools to advocate for growth and impact in your career. Get ready to level up and thrive!

WHAT'S NEXT IN ADVERTISING? | 11:30 AM - 12:15 PM | ROOM 244

PANELISTS: **Carlos Sanchez**, Publicis Media; **Jeff Katz**, Roku; **Kyle Haas**, Spark Content Team; **Kirk Davis**, Intuitive Interaction  
MODERATOR: **Mark Rowland**, Morningstar

The advertising and marketing industry is always changing. Whether it be new tech, new policies, or new thought leadership, it's important to stay ahead of the curve. This panel will discuss the biggest topics in marketing and what they see as the next thing we'll all be talking about.

## BREAKOUT SESSION #2

A CONVERSATION WITH CREATIVES | 1:15 PM - 2:00 PM | ROOM 357

PANELISTS: **Brian Shembeda**, Leo Burnett; **Cristina Vera**, Vera Creative; **Andrea Siqueira**, FCB  
MODERATOR: **Richard Roche**, Sound Board Consulting

A panel of creative folks will discuss the current state of the creative side of advertising, how they got their start, and their advice specific to those seeking a career in a creative field such as art direction, copywriting, and more.

YOU GOT THE JOB, NOW WHAT? | 1:15 PM - 2:00 PM | ROOM 314

PANELISTS: **Natashya Jacob**, PACO Collective; **John Trout**, A+E Networks; **Celeste Barajas**, Paramount; **Jackie Marshall**, Vera Creative  
MODERATOR: **Adam Schwartz**, Dailymotion

WHAT'S NEXT IN ADVERTISING? | 1:15 PM - 2:00 PM | ROOM 244

PANELISTS: **Sam Armando**, Publicis Media; **Jennifer D'Alessandro**, Future Today; **Katelyn Kroneman**, Snap, Inc.; **Oscar Grajeda**, NBC Universal  
MODERATOR: **Kerry Mysliwicz**, iHeartMedia