

SAMMA 2007

SOUTH ASIANS IN MEDIA AND MARKETING ASSOCIATION
MEDIA & MARKETING SUMMIT

CONFERENCE OVERVIEW SEPTEMBER 28-29, 2007 NYU STERN, NEW YORK CITY

The **SOUTH ASIANS IN MEDIA AND MARKETING SUMMIT 2007** is the first national conference bringing together top executives, visionaries and thought leaders to explore and debate the future of new media, marketing, and entertainment, with an eye towards the rapid rise of South Asians in the media and marketing space. Join us in New York City!

Attendees include 250+ leading innovators and influencers who will gather to discuss the evolution of media, marketing and entertainment, including:

- **Future of Brand, Interactive, Mobile and Integrated Marketing**
- **Trends in Social Networking, Web 2.0 and User Generated Content**
- **Rise of South Asians in Media, Marketing and Entertainment**
- **Case Studies of in Media and Marketing Innovation**
- **Growth of South Asian Media and Marketing**



SAMMA SUMMIT 2007 is presented by **SAMMA**, the first national association of **SOUTH ASIANS IN MEDIA AND MARKETING**, with support from the NYU Stern Media and Entertainment Association.

SCHEDULE

The summit will include 10+ sessions & panels, networking & an evening gala:

Friday, Sept. 28th

7:00 pm – 9:00 pm **Opening Keynote and Cocktail Gala**

Saturday, Sept. 29th

9:00 am – 12:00 pm **Registration, Welcome Keynote and Sessions**
12:30 pm – 2:00 pm **Lunch and Optional Workshops**
2:00 pm – 5:00 pm **Afternoon Keynote and Sessions**
5:00 pm – 6:30 pm **Networking**
7:30 pm – 11:00 pm **Evening Gala**

Past Sponsors and Speakers include:

- Google
- 24/7 Real Media
- Fox Interactive Media
- Virgin Comics
- Glaceau
- Shobha Salons
- Ipsh! Mobile
- MTV Networks
- India Today
- Denuo
- Pepsi Gopal
- McCann-Erickson