

LatAm2012: Showcase sessions timetable

MIAMI, US: Come and join our [Showcase Theatre sessions](#) that will gather some of the best minds from across Latin America to explore the latest technologies and trends. Monday, 24 September 2012.



The Festival
of Media
LatAm 2012

1125-1150: Authenticity - Cracking the Code for the true engagement experience

Speakers:

Matias Alpert, CEO, EMEA & LATAM, Neo@Ogilvy

Elizabeth Capdevila, data insights manager, Latam Yahoo!

1335-1400: SocialTV: How TV networks and marketers are leveraging social media to drive tune-in and engagement

Speakers:

Carlos Garcia, CEO, Nobox

Danny Bolivar, director of social media, Discovery Networks International

Rodrigo Salem, head of sales for Latin America and US Hispanic, Facebook

1410-1435: Twitter Clinic: Advertising in 140 Characters or Less

Speakers:

David Rayo, managing director, IMS Social, Twitter ad sales Latam

Maren Lau, vice president, corporate development, IMS

Katie Lampe, partner management, Twitter

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