THE MOBILE ECONOMY
Apps, Entertainment, Marketing and the Consumer

Join us Wednesday, March 3, 2010 from 5:30pm – 8:00pm at the Santa Monica Library

Registration Required (free) >>> http://themobileeconomy.eventbrite.com/

The Mobile Economy: Apps, Entertainment, Marketing & the Consumer

Join Los Angeles Business and Industry Executives as they discuss the opportunities the mobile economy provides entrepreneurs, small business and corporate America when 58% of Americans had a smart phone with access to apps and entertainment in 2009 and this statistic is forecasted to grow considerably in 2010. Our industry experts will discuss successful business models and product development strategies for the mobile platform as well as the impact of this industry will have on our future workforce.

Schedule:
5:30pm  Onsite Registration Opens & Check-in
6:00pm  Welcome
6:00-6:30pm  State of the Industry
6:30-7:30pm  The mobile Economy Roundtable
7:30-8:00pm  Audience Q/A

Scheduled Speakers: (Subject to change without notice)
Thomas Ellsworth, CEO, GoTV Networks  www.gotvnetworks.com
Elise Neel, VP Marketing, comScore  www.comscore.com
Diane Reichenberger, COO, giiv  www.giiv.com
Rana Sobhany, Co-Founder, Medialets  www.medialets.com
Rahul Sonnad, CEO and Founder, Geodelic  www.geodelic.com
Moderator: Emily Della Maggiore, President, Treehouse Strategies Inc.; Santa Monica College, Workforce & Economic Development  www.smc.edu

Partners:
ThinkLA.org
Bizmore.com
comScore
GirlsInTech
Small Business Development Center (SBDC)

Location:
Santa Monica Library
MLK Auditorium 601 Santa Monica Blvd
601 Santa Monica Blvd
Santa Monica, CA 90405

For more information: Please E-mail Sandra Sanchez at: sanchez_sandra@smc.edu  Free admission. Registration required.