



NORTHWESTERN  
UNIVERSITY

Media  
Management  
Center

KELLOGG SCHOOL OF MANAGEMENT MEDILL SCHOOL OF JOURNALISM

***INTERNATIONAL MEDIA MANAGEMENT  
ACADEMIC FORUM***  
*June 19 - 23, 2005*

**June 19**

**SUNDAY (ARRIVAL DAY)**

**6:30 – 8:30PM**

Guests arrive at **Best Western Hotel**  
1501 Sherman Avenue, Evanston

**WELCOME DINNER**

**PETE MILLER'S RESTAURANT**  
1577 Sherman Avenue, Evanston  
(1 block North of Best Western Hotel)

June 20

MONDAY (The Allen Center, Room 140)

7:00 – 8:00AM

*Van service from Best Western Hotel to Allen Center*

7:00 – 8:30AM

Breakfast, The Johnson Wax Dining Room, Allen Center

8:30 – 10:00AM

**OPENING SESSION: WELCOME & INTRODUCTIONS**

10:00 – 10:15AM

Coffee Break, The Allen Center

10:15 – 11:45AM

**MEDIA TRENDS AROUND THE WORLD**

11:45 – 1:00PM

Lunch, Johnson Wax Dining Room, Allen Center

1:00 – 3:00PM

**CONSUMER ENGAGEMENT & EXPERIENCES**

3:00 – 3:15PM

Coffee Break, The Allen Center

3:15 – 4:00PM

**THE INTERNET & THE LONG TAIL**

4:00 – 5:00PM

**TEACHING MEDIA MANAGEMENT:  
PROGRAMS & CHALLENGES**

5:00 – 5:45PM

*Van service from Allen Center to Best Western*

6:15 – 7:00PM

*Van service from Best Western to Restaurant*

7:00PM

**DINNER: DAVIS STREET FISHMARKET**  
501 Davis Street, Evanston (Davis & Hinman)

8:15 – 9:00PM

*Van service from restaurant to Best Western*

June 21

TUESDAY (The Allen Center, Room 140)

7:00 – 8:00AM	<i>Van service from Best Western Hotel to Allen Center</i>
7:00 – 8:30AM	Breakfast, Johnson Wax Dining Room, Allen Center
8:30 – 10:00AM	<b>TEACHING MEDIA MANAGEMENT: PROGRAMS &amp; CHALLENGES</b>
10:00 – 10:15AM	Coffee Break, The Allen Center
10:15 – 11:45AM	<b>MEDIA STRATEGY VS. GENERAL STRATEGY</b>
11:45 – 1:00PM	Lunch, Johnson Wax Dining Room, Allen Center
1:00 – 2:30PM	<b>INNOVATION IN THE MEDIA INDUSTRY: THEORY AND EXAMPLES</b>
3:00 – 3:15PM	Coffee Break, The Allen Center
3:15 – 4:00PM	<b>THE COMMODITIZATION OF NEWS &amp; INFORMATION</b>
4:00 – 5:00PM	<b>MEDIA &amp; GLOBALIZATION</b>
5:00 – 5:45PM	<i>Van service from Allen Center to Best Western</i>
6:15 – 7:00PM	<i>Van service from Best Western to Restaurant</i>
7:00PM	<b>DINNER: MERLE'S BBQ</b> 1727 Benson Avenue, Evanston
8:15 – 9:00PM	<i>Van service from Restaurant to Best Western</i>

June 22

WEDNESDAY (The Allen Center, Room 140)

7:00 – 8:00AM

*Van service from Best Western Hotel to Allen Center*

7:00 – 8:30AM

Breakfast, Johnson Wax Dining Room, Allen Center

8:30 – 10:00AM

**RESEARCH:  
PROJECTS, CHALLENGES & GETTING IT PUBLISHED**

10:00 – 10:00AM

Coffee Break, The Allen Center

10:15 – 11:45AM

**NEW VIEWS ABOUT MEDIA AUDIENCES**

11:45 – 1:00PM

Lunch, Johnson Wax Dining Room, Allen Center

1:00 – 1:30PM

*Board Tour Bus, Depart for downtown Chicago*

2:30 – 4:00PM

**STARCOM VISIT**

4:00 – 6:30PM

Free time in downtown Chicago

6:30 – 8:30PM

**DOWNTOWN RESTAURANT  
(TBA)**

8:30PM

*Tour Bus departs for Best Western Hotel, Evanston*

**June 23**

**THURSDAY (The Allen Center, Room 140)**

**7:00 – 8:00AM**

*Van service from Best Western to Allen Center\**

**7:00 – 8:30AM**

Breakfast, Johnson Wax Dining Room, Allen Center

**8:30 – 9:30AM**

**CULTURE IN MEDIA ORGANIZATIONS**

**9:30 – 10:30AM**

**LEADERSHIP & PERFORMANCE MANAGEMENT**

**10:30 – 10:45AM**

Coffee Break, The Allen Center

**10:45 – 12:30AM**

**CLOSING SESSION: WHAT'S NEXT & ADJOURN**

**12:30 – 1:30PM**

Lunch, Johnson Wax Dining Room, Allen Center

**1:30 – 2:30PM**

*Van service from Allen Center to Best Western*

*\* If you are leaving to the airport from the Allen Center, please bring your luggage.*