



The Office of Workforce & Economic Development



City of Santa Monica

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/>

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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 Maggiora**, 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