



EXECUTIVE NEXT PRACTICES FORUM
Connect · Collaborate · Innovate

beyond

FIFTEEN

Connect

Collaborate

Innovate

Next Practices & Emerging Trends in Digital Media, Communications and Publicity

May 30, 2014

Taco Bell World Headquarters, Irvine, California
8 am- 10 am (doors open 7:30 am)

A must attend ENP Forum for CEOs, CTOs, HR, CFOs, Board members and key advisors to executive teams.

What every business and community leader needs to know about capitalizing and leveraging digital media, improve branding and how to utilize new internal/external communication methods.



Eric Spitz



Joe Burke



Dean Del Sesto



Mediha Dimartino

Keynote Speaker: Eric Spitz:

Co-owner and President of Freedom Communications (Orange County Register, Los Angeles Register, Long Beach Register and The Press-Enterprise in Riverside)

Dean Del Sesto, Founder/CEO of Breviti. Author: Shift Your Thinking, Change Your Life

Joe Burke, VP of Marketing & Development, Goodwill of Orange County (Former Brand Director of Disney Stores and Wet Seal)

Mediha Dimartino, Media & Marketing reporter, Orange County Business Journal

Topics include 7 key trends for 2014:

- ▶ Mobile device evolution
- ▶ Branded content
- ▶ Wearable technology
- ▶ The power of mobile + social + video
- ▶ The Internet of Things
- ▶ Workforce communications
- ▶ Collaborative economy



Details and Register: www.enpinstitute.com/events

Who are we?

The Executive Next Practices Forum (ENP) is a unique organization comprised of mid to large market C-level, top functional leaders and trusted advisors (Board members, CEO, CFO, HR, CMO, COO, CIO). This ongoing collaboration, conducted in a non-traditional format, is focused on the latest "next practice" leadership and business strategies. Conducted in major corporate and academic "safe havens", the sessions are non-solicitation and formatted to deliver fresh, innovative and relevant approaches to a leaders and their executive teams. All registrations are subject to review and qualification.

