

**The second annual ICA conference for the CEOs & Executives
of Canada's leading communication agencies**

 **FUTURE FLASH.2**

**Learn how the next evolution of technology will influence the way consumers think...
and how this thinking will impact the future of our business & industry.**

May 26th, 2008

The ICA (Institute of Communication Agencies) recently held its second annual CEO Conference, FutureFlash.2, which attracted 120 agency leaders from across Canada to picturesque Niagara-on-the-Lake. A stimulating day and a half conference was held with insightful and visionary presentations as well as a variety of social gatherings.

A welcome wine and cheese reception at the hotel brought the arriving executives together with many of the forum's guest speakers and sponsors. Boarding two vintage double-decker buses, the group made its way over to Jackson-Triggs Winery for the Presidents' Dinner and to hear Grant McCracken, cultural anthropologist and author from MIT, who was the first of the special guest speakers. He set the tone for the forum which was to explore how new technologies are changing the face of communication. The new world is about online, social networks, and the economics of "free." And it's about how brands are challenged to find new ways to communicate with consumers who now have unlimited information, choice and complete control.

Other speakers included Chris Anderson, Editor-in-Chief of *Wired* and author of *The Long Tail: Why the Future of Business is Selling Less of More*; Lev Grossman, Senior Writer of *TIME Magazine* and Editor of *Inventions* issues; and Paul Kemp-Robertson, Editorial Director and Co-Founder of *Contagious Magazine* in the UK.

A spirited roundtable ended the second day, led by Karen Feldman from IBM who topline their recent report, *The End of Advertising as we know it*. Participants included Stephen Graham from Rogers Communications, Corey Pelletier from TAXI, Geoffrey Roche from Lowe Roche and Andrew Saunders from The Globe & Mail. Hot button topics included the role of agencies in the changing world, the shift to online media, and the increasing importance of media strategy and planning.

Thanks to our sponsors for all their support in making this a highly memorable and intelligent forum that provided new insights and perspectives: Transcontinental PLM, Marketing and Rogers, The Globe and Mail, Infopresse, TIME, CTV, and Astral.

Comments Following the Event:

"It was a whole lot of little great things adding up to one overall excellent event"

"I thoroughly enjoyed myself and found the content to be both relevant and stimulating"

"I wanted to thank you for a great conference last week – one of the best I have attended... The speakers were superb"

"I thought the overall content and speakers were great. The speakers were informative and experts in their field. It was thought provoking."

"I thought one of the best aspects of the conference was the fact that the venue and relatively small size of the audience encouraged real interaction - instead of people sticking with their own agency counterparts, I found people to be very open and engaging."

"I learned so much - normally you pick up one or two tidbits but I picked up much more."

"I liked the proximity to Toronto. I like the opportunity to listen to great speakers with different backgrounds and experiences. It was a fast and effective day. Thank you."

"I can't think of a single weak element"