



# MEDIA ALERT

## InterContinental Hotels Group (IHG) Hosts “Leading Brands Summit on the Impact of Emerging Media” in Second Life

**WHAT:** Recognized as *The Place to Meet*, **Crowne Plaza® Hotels & Resorts** heralds IHG’s foray into Second Life – “*the other place to meet,*” *online* – with a roundtable discussion about how interactive, social and emerging media is changing the way companies do business.

**WHO:** Leading-edge thinkers in new media and marketing from top organizations:

- Henry Jenkins, Head of the Comparative Media Studies Department, MIT
- Del Ross, Vice President, Distribution Marketing, InterContinental Hotels Group
- Cory van Arsdale, CEO, Massive Inc.
- Andrew Markowitz, Director, Digital Marketing & Media, Kraft Foods
- Michael Donnelly, Director Worldwide Interactive Marketing, The Coca-Cola Company

Moderated by **Steve McGookin of Forbes.com**.

**WHY:** As the media landscape expands to include social communities, consumer generated media and virtual reality, so must sales and marketing evolve to speak to and engage today’s consumer. Top executives and thought-leaders reveal their new media mix, what’s working for them and what they’re anticipating next.

**WHEN:** **Friday, June 29, 2007**  
**10:00 a.m. – 11:00 a.m. PDT / 1:00 p.m. – 2:00 p.m. EDT**

Immediately following the event, from 11:00am – 11:30am PDT / 2:00pm-2:30pm EDT, we will be conducting a live Q&A session with the panelists. If you have any questions for our panelists, please email your questions to [etodrin@webershandwick.com](mailto:etodrin@webershandwick.com).

**WHERE:** **Live webcast from The Theatre Room in Crowne Plaza’s *The Place to Meet Island* in Second Life. Log on to [www.crowneplaza.com/secondlife](http://www.crowneplaza.com/secondlife) and click on the MEDIA INFO tab.**

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