



PRESS RELEASE: October 23, 2008

CONTACT: Bernie Lynch

Tel: 203-256-5955

E-mail: [lynch@cvg.org](mailto:lynch@cvg.org)

---

## **2008 Digital Media Conference Scheduled for October 28 at UConn Stamford**

**Fairfield, CT (October 23, 2008):** The 2008 Digital Media Business and Investment Opportunities Conference will take place on Tuesday, October 28 at the UConn Campus in Stamford, CT. Presented by the Connecticut Venture Group (CVG) and CT Digital Media, the conference includes expert led panels on measurement and investor opportunities and a keynote address by best-selling author and digital media marketing guru Joseph Jaffe.

The Conference will also feature exhibits by twenty of the region's emerging and growing digital media firms, many of whom are market leaders in their category.

Eric Dale, a partner with Robinson & Cole and chair of the firm's Emerging Companies, Private Equity, and Venture Capital Practice Group, who serves as President of CVG's Stamford chapter says the conference is very timely because Fairfield County is fast becoming a new hub for digital media firms. According to Dale, "many of these firms have cutting-edge technologies and applications that are already being deployed and they are looking for investment partners that will help them reach the next stage." The conference will bring together digital media entrepreneurs and investors representing leading venture capital firms as well as private investors who specialize in technology-based investments.

Panel participants include representatives from AT&T, ESPN and Nielsen who will lead a discussion on how new measurement methodologies can drive business and growth opportunities for digital media firms. The Investor panel will include leading digital media investors such as Danny Schultz of DFJ Gotham Ventures in New York and Mark Wright of Blue Chip Venture Company, an Ohio headquartered firm with offices in Stamford, CT

The conference keynote address will be delivered by best-selling author Joseph Jaffe. Jaffe's new book, *Join the Conversation*, follows his best-selling *Life After the 30 Second Spot* and focuses on conversational marketing and the need for digital media firms to engage their customers. Jaffe, president and founder of crayon, a strategic marketing consulting firm, is an industry expert on the impact of digital media on traditional content and distribution channels.

The Conference begins at 3:00 pm and is hosted by the University of Connecticut at the Stamford Campus. A networking reception follows the formal program and will feature on-site exhibits by 20 of the region's high potential digital media firms.

Registration information is available at [www.cvg.org](http://www.cvg.org) or by calling CVG at 203-256-5955.

### *About The Connecticut Venture Group*

The Connecticut Venture Group (CVG) is an association of volunteer professionals dedicated to supporting investment in high-growth enterprises. Members include venture capitalists, private investors, commercial and investment banks, entrepreneurs, educators and business service providers who specialize in business financing, technology and intellectual property.

### *About CT Digital Media*

Our members come from film production and media companies, content creators, technology companies, telecom service providers, researchers, marketing professionals, investors, and entrepreneurs. CT Digital Media fosters innovation and growth in the digital media industry by creating a forum in which CT's digital media community can network and collaborate with respect to business models, product development