

Digital Hollywood Spring

The Digital Future has Arrived!

May 22-24, 2018

Skirball Center, 2701 N Sepulveda Blvd, Los Angeles, CA 90049

Tuesday, May 22nd

10:00 AM - 11:15 AM - Live Webcast

Track I: Haas Conference Center, Room 171

Augmented Reality to XR – Innovation in Retail - Fashion - Media - Wellness - Navigating the Future

With the release of Apple's AR and Google's ARCore, AR has finally arrived. In the coming year, tens of millions of consumers will – for the first time - access AR apps. The first of the AR Apps are filtering into the pipeline and the excitement level is high. That is a big deal and only a harbinger of AR things to come.

Olivier Koelemij, *Managing Director*, MediaMonks Los Angeles
Raffaella Camera, *Head, Extended Reality Go-To-Market*, Accenture

Leon Laroue, *Product Manager*, New Ventures, AR Eyewear, Epson

Christina Lee, *Daydream Store Lead*, Google

Michael Leventhal, *Partner*, Holmes Weinberg, P.C., former, Chief Legal Officer and VP, Magic Leap

John Iaia, *Strategic Account Exec - Americas - Vuforia*, PTC
Bill Newell, *CEO*, North South Studios LLC

Track II: Haas Center, Room 172-173, Live Webcast

The Power of Influencers: Accelerating Brand Value Across Platforms - From Internet TV - Mobile - Social Networks

Andrea Kinloch, *SVP Business Development*, FBE, Fine Brothers Entertainment

Sybil Grieb, *US Head of Influencer Strategy*, Edelman

YiZhou, *Influencer, Director & Founder* Global Intuition

Spencer McClung, *EVP Media*, ippsy

Ronit Cohn, *VP, Creator Partnerships*, Fullscreen

Anne-Marie O'Neill, *COO*, Whalerock Industries

Jennifer Perri, *Vice President, Univision Creator Network - Univision Communications Inc.*, Moderator

10:45 AM - 11:45 AM - Herscher, 3rd Floor, Rm 303-304, Live Webcast

Indie TV – OTT and Streaming - The Gateway to the Hollywood of Content to Phones, Tablets, TV and PC

Internet TV has reconfigured television programming. The phrase Broadcast TV is not only antiquated, in a very few years, it may not even exist. And what we refer to as OTT may soon be the only form of consumer video distribution remaining.

Albhy Galuten, *VP of Media Technology Strategy*, Sony Network Entertainment

Adam Rymer, *President*, Legendary Digital Networks

Anthony Layser, *VP, Partnerships & Programming*, Xumo

Peter Leeb, *EVP, Head of US Partnerships + Operations*, Studio71, LP | A division of ProSiebenSat.1 Media SE

Alex Nahai, *founding partner*, 420TV

Darren Cross, *COO*, Unreel Entertainment

Jeffrey Thompson, *Media & Entertainment*, IBM Global Business Services

11:15 AM - 12:15 PM

Track I: Haas Conference Center, Rm 172 & 173: Live Webcast

VCs, Private Equity and Corporate Investments: The Funding and Accelerating the Content and Technology Marketplace

Join a group of influential players in the media, entertainment and tech finance worlds for an enlightening look at growth areas in our industry. They reveal where the value and opportunities are, who's investing and where the space is headed.

Graham Brown, *Partner*, Lerer Hippeau

Schuyler M. Moore, *Partner*, Greenberg Glusker

Vinay Singh, *Partner*, Archer Gray (producers of indie movies - 20th Century Women, Mr. Holmes etc.

Gregory Bedrosian, *Managing Partner & CEO*, Drake Star Partners

Paul Hanson, *founder and CEO*, Covert Media

Mike Vorhaus, *President*, Magid Advisors, Moderator

Track II: Ahmanson Hall, Live Webcast

The Influencer Lifestyle - Defining Your Life - Your Voice - Your Future

Rebecca Zamolo, *YouTube Star, 2.7 M Subs - Comedy - Lifestyle - Joy*

Maryam Ghafarinia, *Creator, Glam and Posb, Fashion & Beauty Micro Influencer*

Roxette Arisa, *Beauty & Make-up YouTube Star*

Drew Baldwin, *Founder and CEO*, Tubefilter

Soffi Dossi, *Content Creator and Actress*

Adam Wescott, *Partner/Co-Founder*, Select Management Group

Sam Leigh, *Producer, Artist & Brand Manager*, inArtists (IA)

Shaine Griffin, *Commercial Strategist*, SAG-AFTRA, Moderator

12 Noon – 1:00 PM

Session I: Herscher Hall, 3rd Floor,

Room 303-304: Live Webcast

The Next Generation of AR/MR-Transforming Digital Interactions; Content, Devices, Platforms

Clay Weishaar, *Creative Director*, Tool of North America

Debby Ruth, *SVP, Global Media and Entertainment*, Magid

Neil Parris, *AR/VR, Entertainment Partnerships Lead*, Google

Pete Peterson, *former Senior Director, Immersive and Real-time Experiences*, Deutsche Telekom AG

Patrick Aluise, *SVP, Digital Content*, Moviebill (Partners with Regal Theaters)

Ariella Lehrer, Ph.D., *President*, HitPoint Studios

Nancy King, *Consultant*, NewView Marketing

Session II: Guerin A, in Herscher Hall, Live Webcast

The DealMaking Process: From Feature Film, Reality TV & Specials to Web Series and Indie Film Making

Linda Benjamin, *COO & Head of Business Affairs*, Covert Media

Kenny Christmas, *EVP of Business and Legal Affairs*, MarVista

Andrew Sugarman, *Producer*, "Conviction," "Any Day," "The Divide," "Prozac Nation,"; *Exec. Produced*, "Shopgirl"

Justin Hochberg, *CEO*, Just Entertainment

Todd Garner, *Founder & CEO*, Broken Road Productions

T.J. BARRACK, *Founding Partner*, Adaptive Studios

Melisse Lewis, *Entertainment Attorney*, Moderator

1:00 PM - 2:00 PM

Track I: Haas Conference Center, Room 172-173, Webcast

The Power of YouTube & SuperStar Apps: Unlocking the Power of Brands, Programming, and Monetization

YouTube has officially evolved from being a massive repository of extraordinary video content to a massive repository of content channels. These channels bring viewers millions of hours of global video production and spontaneity. YouTube is re-writing the future of television.

Adam Goldstein, SVP, Business Development, ZEFR**Jake Katz**, Senior Vice President, Strategy, Trailer Park**George Ouzounian**, aka, MADDOX, YouTube Celebrity**John Holdridge**, SVP Social Video, Strategy, Fullscreen**Rhea Woods**, VP of Influencer Marketing, Praytell**Steven S. Oh**, Chief Business Officer, The Young Turks, Moderator

Track II: Herscher Hall, 2nd Fl., Room 202

ICOs, Blockchain and Cryptocurrency: Investing and its Impact on Entertainment, Advertising and Technology**Mike Pelletier**, Blockchain & Gaming

Advisor; formerly Marketing Director, Call of Duty

Seth Shapiro, Head of Strategy, VideoCoin.io**Robert Binning**, CEO, StreamSpace**Tony Mugavero**, CEO, Littlstar**Rebecca Lauren**, EVP, MAD Network**David Bloom**, Columnist, Tubefilter, Moderator

Track III: Haas Conference Center, Room 171

Esports – Fantasy Sports – Video Games – VR/AR Games - Analytic Driven Real-Time Games**Ann Hand**, CEO, Super League Gaming**Nate Loucks**, VP, Original Content, Whistle Sports**Jace Hall**, General Partner, Vision eSports**Patrick Dees**, Co-Founder & VP, Gaming, Fan Controlled Football League**Jon Bukosky**, CEO, Ultimate Media Ventures**Steve Bradbury**, President & Head Coach, Deep Sports, Moderator**1:30 PM – 2:30 PM**, Guerin A, Herscher Hall, Webcast**The Hollywood Masterclass: TV, Film and Video - Packaging - Producing - Bundling - Distributing in a Cross-Platform World****Julie Lawrence**, Creative Executive, Playtone (Tom Hanks Production Co.)**Lezlie Wills**, Creative Executive, Get Lifted Film Co. (John Legend's Production Company)**Jessica Pavão**, Director, Development, Television, 3Pas Studios (Eugenio Derbez's Production Company)**Don Handfield**, CEO/President, Motor, Producer, "The Founder" & "Kill The Messenger"**Lidia Porto**, Actor, co-star, GET SHORTY**Catherine Clinch**, TV Writer, TV veteran, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, Moderator**2:30 PM - 3:30 PM**

Track I: Ahmanson Hall, Live Webcast

Women on the Creative Edge: From Cinematic Entertainment to VR/AR/MR: Experiences in a Changing Landscape**Beatie Wolfe**, Singer/Songwriter, Technology Innovator
Tanna Frederick, Producer/actor, Defrost (VR Narrative Film)**Julia Hamilton Trost**, Business Development & Content Partnerships, Google VR/AR**Holly Gordon**, Chief Impact Officer, Participant Media**Kim Adams**, former, VFX Prod., Pixar, Google and Oculus**Kayla Tabish**, Director/ProducerModerator, **Louisa Spring**, Founder, SAM immersive

Track II: Herscher Hall, 3rd Floor, Room 303-304: Webcast

The Social Differentiator: Social Data and Social Reach Partner with Hollywood

Social media, viral and influencer campaigns dominate today's mobile strategy. It's a 24/7 blitz. From "Influencer" comings-and-goings to "Urgent News Alerts", the mobile connection may be the consumer's most consistent and lasting relationship. Dependence on the smartphone is the bottom line of marketing.

Amy Luca, President, theAmplify**Tania Yuki**, CEO, Shareablee**Alec Shankman**, SVP and Head of Alternative Programming, Digital Media and Licensing, Abrams Artists Agency**Benoit Vataere**, CEO/Co-Founder, Mammoth Media**Ryan Detert**, CEO, Influential**Lyle Stevens**, Co-Founder & CEO, Mavrck**Marc Karzen**, CEO, RelishMIX, Moderator

Track III: Haas Conference Center, Room 172-173, Webcast

Live Stream of Music Festivals and Concerts: Brands, Bands and New Technologies**John J. Petrocelli**, CEO, Bulldog Digital Media**Raymond L. Roker**, VP, AEG Studios, AEG GLOBAL PARTNERSHIPS**Chris Hassell**, Founder, Ralph**Brian Anderson**, Global Music Sponsorships, Google/YouTube**Kim Owens**, Founding Editor | Digital Media & Entertainment Researcher, Kaffeine Buzz, Moderator
Speakers to be announced**2:40 PM - 3:40 PM**, Haas Conference Center, Room 171**The Content Development & Financing Workshop - Film – TV – Indie Production – Internet Programming****Elissa Friedman**, SVP Development & Production, Covert Media**Ethan Goldman**, Partner, Anchor Worldwide**Yvonne Huff Lee**, co-founder, The Lagralane Group**Jeanette B. Milio**, Producer/Executive Producer of Motion Pictures and Television Programming**Jill Gilbert**, Head of Animated Content, Luma**Jamice Oxley**, Associate, Pryor Cashman LLP, Moderator

3:45 PM - 5:00 PM

Track I: Haas Conference Center - Room 172 & 173, Webcast

Internet TV: The Disruption - OTT: Phones - Tablets - PC - TV

Consumers are accessing video on TV, mobile and PC. Call it "everywhere video" or "over-the-top TV." By any name it means that content is accessible virtually everywhere. The proliferation of TV technologies are pushing video to an unlimited audience.

- Ivy Sheibar**, *VP of Business Development*, Eko
- Joerg Bachmaier**, *SVP, Content Strategy and Co-Productions*, Machinima, A Warner Bros. Company
- Arvin Patel**, *Chief Intellectual Property Officer*, TiVo
- David B. Williams**, *SVP & GM, Channels*, pocket.watch
- Fabian Birgfeld**, *founder and partner*, W12 Studios
- Heather Johns**, *Executive Director, Development*, Laugh Out Loud Network
- Mark Kapczynski**, *President*, Storymill, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 303-304: Webcast

AR/MR Brings Movies, TV, Games, and Advertising to the Real World

Movie and TV adaptations are big business, from videogames to toys to lunchboxes. Now augmented reality is a new channel for licensed rights, as seen by Niantic's \$200M funding to make an AR Harry Potter game. Fans can live more viscerally in the real world. Retailers are hard hit, but it's still more fun to shop in the real world. As movie theatres embrace add-ons like IMAX and 3D, might AR be the biggest movie add-on of them all? We'll share secrets and make predictions, with wit and sizzle. How do you adapt a franchise to AR? What are the best practices and pitfalls? Climb aboard the digital train. Content is king and now it's getting real with AR.

- Natascha French**, *CMO*, VNTANA
- Michael Cummings**, *former Licensing Head*, Amazon Studios
- Alina Mikhaleva**, *Co-Founder & Managing partners*, Spherica
- Joel Newton**, *co-founder*, CityLights (*Distributor of Darren Aronofsky Produced, VR Series, "Spheres"*)
- Lynn Rosenthal**, *Founder/CEO*, Periscope, AR/VR
- Jiten Dajee**, *Lead AR/VR Analyst*, Deloitte
- Johnny Monsarrat**, *CEO*, Monsarrat, Inc., *Moderator*

Track III: Guerin A, in Herscher Hall, Live Webcast

The TV/Film/Video - Platforms and Partnerships - Developing Hollywood Content as Brand and Distribution Package

- Shannon Lords**, *Executive Producer*, Great Bowery Film
- Emiliano Caleznuk**, *CEO*, RAZE
- Mickey Meyer**, *President*, Group Nine's Network and co-founder, JASH
- Gretchen McCourt**, *EVP of ArcLight Cinemas*
- Philip Shafran**, *Director of Content Activation, Brand and Rights Management*, Vin Di Bona Productions
- Daniel Tibbets**, *CEO*, EL Rey Networks
- Jim Amos**, *founder*, Scout53
- Kimberly King-Burns**, *Partner*, convergenz/solutions, *Moderator*

5:00 PM - 6:15 PM, Open to all attendees

End-of-Day Reception – Taper Courtyard Outdoor Area In Front of Haas Conference Center

A Special Dinner Event at Digital Hollywood Tuesday, May 22nd - Additional Ticket Required

6:15 – 8:30 PM, Ahmanson Hall
The Influencer Awards – The Nominees Dinner

Wednesday, May 23rd

9:15 AM - 10:15 AM

Track I: Herscher Hall, 3rd Fl, Room 303-304, Webcasting Live

The Internet, OTT, Media and the Hollywood Connection

Netflix, Amazon and YouTube have officially altered the television experience. HDMI and the Internet have forever broken the barrier of the cable bundle as well as the technologies involved in the distribution of video and the devices and platforms most popular with viewers.

- Neil Ishibashi**, *Director of Design Development*, Fandango
- Reza Rassool**, *CTO*, RealNetworks
- Jeffrey Thompson**, *Media & Entertainment*, IBM Global Business Services

- Damian Pelliccone**, *CEO*, REVRV
- Jonas Halpren**, *Director of Monetization*, Synacor
- Miguel Santos**, *General Manager*, Myx TV
- David Leibowitz**, *Managing Partner*, CH Potomac, *Moderator*

Track II: Herscher Hall, 2nd Floor, Room 202

Crowdfunding, ICOs, Start-ups & Angels: The Financing the Entertainment and Technology Industries

- Amy Wan, Esq.**, *Founder & CEO* Bootstrap Legal
- Dimitry Lensky**, *Associate*, Greenberg,

Whitcombe, Takeuchi, Gibson & Grayver, LLP
Kumar Arora, *Serial Entrepreneur & Professional Daydreamer. Investor on CNBC's "Cleveland Hustles"*

- Mark Landay**, *Managing Director*, Dynamic Synergy Corporation
- David Willis**, *CEO*, "That Christmas Movie" – Successfully Crowdfunded
- John Alan Simon**, *Writer - Director - Producer*, "Radio Free Albemuth", "The Getaway"
- Gene Massey**, *Chairman/CEO*, MediaShares.com, *Moderator*

10:00 AM – 11:00 AM

Session I: Guerin A, in Herscher Hall, Live Webcast

VR/AR/MR as a Branding/Advertising

Strategy: The Immersive Experience as Image Maker - Movies - TV - Brand - Experiential - LBE

The advertising and VR/AR industry was a partnership waiting to happen. The immersive experience on all platforms, from smartphones and tablets to headsets and a vast array of holographic experiences may in the future be the best relationship between brand and consumer ever devised.



Tony Parisi, *Head of AR/VR Strategy*, Unity Technologies
Jenna Seiden, *President*, Vertically Coastal, Inc.
Madelaine Guppy, *Chief Commercial Officer*, Here Be Dragons
W. Joe DeMiero, *Digital Management Director, Team One and President*, TiltShift
Andrew Shulkind, *Director of Future Imaging and Content Innovation*, M. Bonnieux, Inc.
Arlene Wszalek, *Vice President, Strategy & Delivery*, 87AM
Ted Cohen, *Managing Partner*, TAG Strategic llc, *Moderator*

10:45 AM – 11:45 AM

Track I: Ahmanson Hall, Live Webcast from this Room

Branded & Influencer Entertainment Marketing - Across Platforms - Leveraging Image, Content and Celebrity

Breaking through the competitive cacophony vying for consumers' attention is more daunting than ever. Find out how the industry's TV, music, mobile, film and broadband marketing/creative teams are reinventing the world of entertainment, branding and marketing, with impressive results.

Matt Lawler, *Director of Digital Media for the Global Partnerships*, AEG
Jennifer Palais, *Cannes Lion Winner, Strategist, Content Director*, "The Lada GaGa Experience," "Apple - 30 Years of Mac"
Melissa Anderson, *President and co-founder*, Public Good
Cameron Partridge, *Head of Digital Partnerships*, Branded Entertainment Network (BEN), a Bill Gates Company
Paul Spriggs, *President of Americas*, System1 Agency
Andrew Solmssen, *Managing Director*, POSSIBLE, Los Angeles, *Moderator*



Track II: Haas Conference Center - Room 171

Living the Life: Entrepreneurs, Lifestyle Innovators and Disrupters

Valerie Alexander, *CEO*, Goalkeeper, Inc.
Cam Kashani, *Godmother of Silicon Beach*
Amanda Bradford, *Founder and CEO*, The League
Tania Yuki, *CEO*, Shareablee
Wendy Doulton, *Managing Partner*, Katalyst Group
Heidi-Marie Ferren, *Award Winning Writer and Content Creator*
Tess Cacciatore, *CEO*, Global Women's Empowerment Network (GWEN), *Moderator*

Track III: Herscher Hall, Room 202

Investment & Funding of Film, Indie Film and TV: from Theatrical Features to Cable Networks, Netflix and Amazon

Brian Beckmann, *CFO*, Arlight Films
Meyer Shwarzstein, *President*, Brainstorm Media
Bob Emmer, *Co-Chief Executive Officer & Co-Founder*, Shout! Factory
Ray Ricord, *SVP, Scripted Development*, Critical Content
John Kim, *President*, Deep C Digital
Seth M Willenson, *President*, Seth Willenson, Inc., *Moderator*

11:30 AM – 12:30 PM

Session I: Guerin A, in Herscher Hall, Live Webcast

2018: The Year Augmented Reality Changes Everything - The Next 12 Months Change the industry

Michael Ludden, *Director of Product*, IBM's Watson Developer Labs & AR/VR Labs
Patrick Costello, *Senior Director of Business Development*, Qualcomm
Tom Wesselman, *VP/GM, Enterprise Software Group*, Plantronics
Daniel Oberlerchner, *Director of Content Operations*, Method EXP
Barry Sandrew, Ph.D., *Founder & Chairman*, ARIVAL
Philip Lelyveld, *VR/AR Program Manager*, USC Entertainment Technology Center
Jay Samit, *Independent Vice Chairman*, Deloitte Digital, Deloitte Consulting LLP, *Moderator*

Session II Haas Conference Center - Room 172 & 173, Webcast

Exploring the Language and Artistry of VR-MR-AR in the Cinematic Experience

Ryan Pulliam, *CMO, Speaker and Co-Founder*, Specular Theory
Johannes Saam, *Senior Creative Developer*, Framestore
Christina Heller, *Co-founder*, VR Playhouse
Mike Conelly, *President*, Blackthorn Media
Pete Blumel, *Co-Founder, CEO and Creative Director*, The Rogue Initiative
Lily Baldwin, *VR Project*, "THROUGH YOU"

– Premiered at Sundance

Anna Marie Piersimoni, *Instructor, Department of Cinema and Television Arts*, CSU, Northridge, *Moderator*

12:30 PM - 1:45 PM

Track I: Herscher Hall, 3rd Floor, Room 303-304, Live Webcast

The Disruption: The OTT Multiscreen Experience – Internet TV Goes Mainstream

Pallavi Shah, *Senior Vice President*, HOULIHAN LOKEY
Ryan Nugent, *VP of Content Strategy*, Gunpowder & Sky
Robert Rodriguez, *CEO*, Natcom
Eric Berman, *Head of Business Development and Partnerships for VRV*, Ellation
Brendon Thomas, *VP of Distribution*, Pluto TV
Terry S. Bienstock, *CEO*, Mobilactive Media, LLC., *Moderator*

Track II: Haas Conference Center, Room 171

The China - Entertainment Industry Roundtable: A Discussion with China Experts - Investment, Joint Ventures, and Productions in Film - TV - Technology

Bennett Pozil, *EVP*, East West Bank
Robb Klein, *Partner, Entertainment, Technology and Advertising Practice Group*, Sheppard Mullin Richter & Hampton LLP
Lianne Hu, *President & CEO*, Hus Entertainment
Daxing Zhang, *Actor and Producer*

Larry Namer, *President/CEO*, Metan Global Entertainment Group

Lora Y. Chen, *CEO*, China Media Consulting, *Moderator*

Track III: Herscher Hall, 2nd Floor, Rm. 202

Women & Original Content: From Internet Video and Advertising to TV, Games and Film

Claire Wingate, *VP of Production and Operations*, Pulse Films

Talia Veronica Kocar, *VP of Content*, Mammoth Media

Mira Crisp, *Creative Director*, Ayzenberg Group

Greta McNaney, *Award-Winning Filmmaker and founder*, Blue Fever, Inc.

Gwen Miller, *Vice President, Content Strategy*, Kin Community

Marlene Sharp, *Director, Production*, LEVEL-5 abby

Karina Karsten, *CEO*, Love TV, *Moderator*

1:00 PM – 2:00 PM

Session I: Ahmanson Hall, Live Webcast from this Room

The Immersive Media Think Tank: VR-AR-MR - The Expanding Vision of an Industry

From CES and Tribeca to Cannes and Sundance VR/AR continues to dominate the conversation. VR/AR is transforming everything from entertainment and advertising to gaming and education. These are technologies that come along once a generation and capture the imagination of the world. In this session, we are pleased to welcome a group of the foremost experts in the field.

Roy Taylor, *Los Angeles Board Member*, BAFTA

Joanna Popper, *Global Head of VR, Location Based Entertainment*, HP

Lora Feinman, *VP, Business Development*, Jaunt VR

Jeff Nicholas, *VP, Creative Director, Director, XR Creative + Production*, Live Nation LIVE

Camille Cellucci, *Head of Production*, The Void

Joel Douek, *Co-founder EccoVR, Creative Director* Man Made Music

Frank Radice, *Expert in Residence*, Definition6, *Moderator*

Session II: - Haas Conference Center - Room 172 & 173, Live Webcast

VR/AR: The Creators - Transforming Entertainment, Media, Advertising & Location Based Entertainment

Dane Smith, *Head of Business Development*, The Third Floor

Jennifer Chavarria, *Head of Studio*, Kite and Lightning

Shauna Heller, *President, North America*, AiSolve Limited

Tom Wright, *Head of Technology and Production*, Milton Group

Andy Cochrane, *Independent Digital Director*

Andy Vick, *Co-President of Virtual Reality & Immersive Entertainment*, STXsurreal

Steven Masur, *Senior Partner*, MG+, *Moderator*

2:15 PM - 3:30 PM

Track I: Ahmanson Hall, Live Webcast

The Future of Brand Partnerships and Influencer Marketing

As consumers integrate broadband into every aspect of their lives, Hollywood and Madison Avenue have new opportunities to experiment with all forms of electronic messaging. Brand Marketing is transforming into Influence Marketing and the growing one-to-one consumer relationship is becoming ever stronger and more powerful.

Keith Hernandez, *SVP of Strategy*, Bleacher Report, Turner
Anne-Marie O'Neill, *Chief Operating Officer*, Whalerock Industries

Ben Tatta, *Co-Founder and President*, 605

Kendra Bracken-Ferguson, *Chief Digital Officer*, CAA-GBG, a division of CAA

Simon Kelly, *Co-CEO and Chief Enthusiasm Officer*, Story Worldwide

Mark Egan, *Managing Director, West Coast*, MediaCom

Corey Weiss, *Head of Business Development*, ipsy, *Moderator*

Track II: Haas Conference Center - Room 172-173, Live Webcast

Video Anytime Anywhere: Video Across Platforms - TV, Internet and Mobile

At its core the TV industry has always been about video delivery. But now Internet TV and mobile are an equal part of the consumer package. In this session we will explore the comprehensive video and commerce strategy being developed for the consumer.

Rachel Berk, *Business Development Manager*, Android/Play, Google

Rick Capstraw, *VP, Head of Sales*, Verizon

Julie Sylvester, *Producer*, Living in Digital Times

Marjorie DeHey, *VP Brand and Digital Strategy*, Bishop Lyons

Mark Jocson, *SVP Strategic Initiatives & Business Development*, Rakuten Viki

Erik Ramberg, *Head of Product Management*, TV Platforms, Media Solutions, Ericsson

Patrick Courtney, *SVP Digital Strategy and Operations*, Fuse Media

Sarah Miller, *CEO*, Axis PR & Entertainment, Inc., *Moderator*

Track III: Herscher Hall, 3rd Floor, Room 303-304, Webcast

Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology

Derrick N. Ashong, *Emmy Nominated, TV Host/Producer/Activist & Co-Founder* Amp.it

J. Todd Harris, *founder*, Branded Pictures Entertainment (Producer, The Kids Are All Right, Bottle Shock, Jeepers Creepers and Piranha 3D)

Eric Siegel, *Writer/Producer/Actor*

Alma Derricks, *Founder and Managing Partner*, REV

Lucia Brawley, *Executive Producer*, The World Cup of Hip Hop & Co-Founder, Amp.It

Simone Nelson, *Managing Director*, The CSU Entertainment Alliance, *Moderator*



2:30 PM – 3:30 PM

Session I: Haas Conference Center - Room 171

The VR-AR-Immersive - Innovators & Disruptors - Entertainment, Technology & Brand Vision**Chris Young**, SVP Nickelodeon Entertainment Lab**Peter Martin**, Head of Studio, V.A.L.I.S**Tim Dillon**, Head of VR & Immersive Content, MPC**Chris Hewish**, EVP, Interactive, Skydance Interactive**Charlotte Stoudt**, Director, Cinematic VR - "Dinner Party," Debuted at Sundance 2018**Evo Heyning**, CEO, Light Lodges**Elijah Allan-Blitz**, VR Director, "VR/Ken Burns PBS documentary, Defying the Nazis"**Laura Hertzfeld**, Director, Journalism 360, Moderator

Session II: Herscher Hall, Guerin A, Live Webcast

Future of Film - Transitioning - a New and Challenging Environment Amidst the Burgeoning Streamers, New Tech and AR

The global box office was up in 2017 by 5% over the prior year, with domestic box office down by 2% to \$11.1B and attendance the lowest in 22 years. International box office was up 7% to \$29.5B, due in large part to the 20% increase in China to \$7.9B. Disruption has been the name of the game as the streamers, led by Netflix, Amazon and Hulu have impacted the studio system. These organizations, and others, are generating significant revenue through their subscriber base. They are spending heavily on feature films and TV original content while continuing to license product from the studios and broadcasters. Thus, they have challenged the studios far beyond what occurred during the early days of TV. Studios are working to meet the challenge and have created their own direct to consumer systems. Indeed, film and movies are no longer confined to the cinema as day and date releases meet the demands of the audience. How will new technologies affect production and exhibition? How long before China is the global box office leader? Are the studios now making product with China as #1 in mind? How will the studios' challenge to the streamers evolve? Who will succeed and who will not? What does it mean to the consumer who wants great entertainment at a low price on demand? What is being done to attract the younger audience? Our distinguished group of analysts and executives will discuss, debate and even challenge some of the basic premises that are important as we look to the future of film in an informative and engaging panel.

How will new technologies affect production and exhibition? How long before China is the global box office leader? Are the studios now making product with China as #1 in mind? How will the studios' challenge to the streamers evolve? Who will succeed and who will not? What does it mean to the consumer who wants great entertainment at a low price on demand? What is being done to attract the younger audience? Our distinguished group of analysts and executives will discuss, debate and even challenge some of the basic premises that are important as we look to the future of film in an informative and engaging panel.

Matthew Bakal, co-founder + Chairman, Atom Tickets**Craig Dehmel**, EVP, Head of Global Distribution, IMAX**Ted Schilowitz**, Futurist, Paramount Pictures**Paul Dergarabedian**, Senior Media Analyst, comScore**Gene Munster**, Managing Partner, Loup Ventures, previously managing director and senior research analyst, Piper Jaffray**John Rubey**, CEO Rubey Entertainment LLC**Marty Shindler**, CEO, The Shindler Perspective, Inc., Moderator**3:50 PM - 5:00 PM**

Track I: Haas Conference Center, Room 171

Leveraging Content and Celebrity For Cross-Platform Success: From TV, Mobile & Internet to Social Media

Brands, entertainment content, celebrity talent, new media start-ups and big marketers are teaming up in new ways for cross-platform success. Hear from top executives leveraging pop culture and content to connect with consumers.

Evan Sroka, Co-Head, Global Client Strategy, Creative Artists Agency (CAA)**Jason Schlossberg**, Managing Director, Huge**Jeanne Wolf**, Award-Winning Journalist and Media Coach**Michael D. Ratner**, CEO, OBB Pictures, Creator/Producer, "Cold as Balls" starring Kevin Hart**Jonathan Lowe**, Senior VP of Marketing, AEG Sports**Perrin Kaplan**, Principal, Zebra Partners, Moderator**Sponsored by Alliance for Women in Media SoCal**

Track II: Haas Conference Center, Room 172-173, Live Webcast

Women in the Industry: Developing Film, Television & OTT About Women - A Golden Age in Hollywood and Indie Production**Laverne McKinnon**, Executive Producer,

Netflix comedy series, Girlboss Studios USA

Eileen Grubba, Actor & Activist**Katrina Wolfe**, President of Production, AG Studios**Wendy Sweetmore**, Founder/CEO, networkBe (former Senior Exec. MGM/Mark Burnett Productions)**Zadi Diaz**, Vice President, Head of Digital Studio, mitú**Christine Lawton**, Digital and Emerging Media Executive, Moderator

Track III: Herscher Hall, Guerin A

The Wildlife Conservation Media Fund Festival**"Killing Games,"** Project Coyote, hosted by Camilla Fox, Executive Director**"Walking Thunder"** by Cyril Christo and Marie Wilkinson WCS's homage to its global work in wildlife conservation. Natalie Cash, Producer**WildAid**, Global Opinion Leader in Wildlife Conservation, Peter Knights, Executive DirectorModerator - **Marty Perlmutter**, President, Multisensory Interactive Learning Institute (MILI)**4:00 PM – 5:00 PM**

Session I: Herscher Hall, 3rd Floor, Room 303-304: Webcast

The Future of Entertainment: VR/AR Story Architects and Experience Designers**Kalan Ray**, Development Supervisor, Magnus & co-founder, VKTRY Creative Studios**Christopher Bellaci**, Head of Business Development, Proof, Inc.**Mike Monello**, co-founder, Campfire, Collaborator; The Mill & Producer, Blair Witch Project**Kymer Lim**, Advisor | Consultant in Immersive

Entertainment + Technology, co-founder at Holor Media
BC Biermann, *Founder, The Heavy Projects*
Matthew Shreder, *Co-Founder / Publisher MovieBill*
Ariella Lehrer, Ph.D., *President, HitPoint Studios, Moderator*

5:00 PM - 6:15 PM

Open to all attendees

End-of-Day Reception

Taper Courtyard - Outdoor Area In Front of Haas Conference Center

Presented by: **The Media Excellence Awards**

5:00 PM - 6:00 PM, Haas Center, Room 172-173

“Mobile Wearable Competition”

5:30 PM – 7:00 PM - Haas Conf Ctr, Rm 171

Alliance for Women in Media SoCal

Membership Meeting/Mixer

The Evening Event, *Open to all Attendees*

Keynote Evening Roundtable

6:15 PM - 7:45 PM

Presented by the TV Academy Interactive Media Peer Group

Demystifying the Immersive

Hollywood Experience

Lori H. Schwartz, *Governor, Interactive Media, The Television Academy*

6:00 PM – 7:30 PM - Open to All

Attendees

Hosted by: **Mars City Design LLC & Mars City Foundation**

Herscher Hall, Guerin A

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Speakers to be announced

Thursday, May 24th

9:00 AM - 11:15 AM - Guerin C, Herscher Hall

Strategies in Start-up Business Development:

Developing Concepts, Lean Start-up Techniques and Positioning Your Company to Succeed!

Brian Mac Mahon, *Chief Community Officer, Expert DOJO*

The California Cannabis Entertainment and Technology Forum

10 - 10:45 AM - Herscher Hall - Guerin B

Meet the Cannabis Visionaries – Media, Technology & Legalization

Moderator - Drake Sutton Shearer, *CEO, PRØHBTD*

Clement Kwan, *co-founder, Beboe (“The Hermès of Cannabis” – NY Times)*

Susan Soares, *Founder, C.A.R.E.*

Jason Pinsky, *Chief Cannabis Evangelist, eaze*

Eric D. Shevin, Esq., *Shevin Law Group*

Additional speakers to be announced

10:15 AM – 11:15 AM

Session I: Haas Conf. Ctr. - Rm. 172 & 173

Funding and Business Development in ICOs, Blockchain, AR/VR, AI and Immersion – From VCs to Kickstarter and Corporate Investments

Sohrob Farudi, *CEO, Fanchise*

Peter Pham, *co-founder, Science*

Mike Parker, *Partner, AGC Partners*

Valentin Preobrazhenskiy, *CEO & Founder, LATOKEN*

Gretchen Fox, *CMO, AIKON*

Kinsey Cronin, *Director of Business Development, StartEngine*

Mariana Danilovic, *Founder and Managing Director,*

Hollywood Portfolio, Moderator

10:45 AM - 11:45 AM

Track I: Herscher Hall, 3rd Floor, 303-304, Live Webcast

Indie TV – OTT and Streaming - The Gateway to the New Hollywood of Content to Phones, Tablets, TV and PC

Consumers are accessing video on TV, mobile and PC. Call it "everywhere video" or "over-the-top TV." By any name it means that content is accessible virtually everywhere. The proliferation of TV technologies are pushing video to an unlimited audience.

Jeff Park, *Chief Technology Officer, HDMI Licensing Administrator, Inc.*

Rich Affannato, *Co-Founder, Chairman and CEO, STAGE*

Frank Chindamo, *President & Chief Creative Officer, Fun Little Movies*

Kim L. Hurwitz, *Chief Marketing Officer, Karate Combat*

Enrique Olives, *Global Business Development Head and Business Unit Head, ABS-CBN Global*

Jon Cody, *founder and CEO, TV4 Entertainment*

James M. Burger, *Partner, Thompson Coburn LLP, Moderator*

Track II: Haas Conference Center - Room 171

Women Entrepreneurs: Sharing Experience - Real Life Stories - Building the Brand, the Personal and the Company Identity

Elizabeth Barrutia, *CEO, BARU Marketing & Media*

Ronjini Joshua, *Owner, The Silver Telegram*

Erin Kapczynski, *SVP Marketing, Kontrol Media*

Debra Chen, *founder, Vanity + Trade*

DMA/Donna Michelle Anderson, *President, @PlanetDMA*

Linda Sherman, *Co-Founder, The Courage Group, Moderator*

Micro-Influencer/Branding One-Day Intensive

11:00 – 11:45 AM, Herscher Hall, Guerin A, Webcast Live

Your Brand as an Influencer Strategy: Voice – Strategy - Content

Speakers to be announced



11:00 AM - 11:50 AM

ThinkTank I: Herscher Hall, 3rd Fl., Room 305

Hollywood and Cybercrime: from Privacy to Piracy, Theft and the Dark Net

Daniel Rozansky, *Partner*, Stubbs Alderton & Markiles, LLP
M.F. Fogel ('Michele'), *Founder and CEO*, Your Moral Compass Counts, LLC

Kimberly Pease, *co-founder and Vice President*, Citadel Information Group, Inc.

Lima Mora, *founder and Managing Director*, The Last Star

Eric Schlissel, *CEO*, GeekTek

Rob Holmes, *Founder & CEO*, IPCybercrime

Frank Nein, *President*, 9Sight2020.com

Newton Lee, *Author, Educator, Futurist* - Institute for Education, Research, and Scholarships, *Moderator*

California Cannabis Entertainment and Technology Forum

11 AM - 11:45 - Herscher Hall - Guerin B

Investing in Cannabis: Media, Medicine and Technology

Mitchell Berman, *Managing Partner*, Rise Entertainment, LLC, *Moderator*

Matthew Nordgren, *CEO and Founder*, ARCADIAN Fund and ARCADIAN Capital Management

Evan Eneman, *Founder / Managing Partner*, Casa Verde Capital

Mitch Kulick, *Partner*, Feuerstein Kulick LLP

Jon Trauben, *Partner*, Altitude Investment Management

11:30 AM – 12:30 PM

Session I: Haas Conference Center, Room 172-173, Live Webcast

VR/AR as a Branding/Advertising Strategy: The Immersive Experience as Image Maker - Movies -TV -Brand

David Birnbaum, *Design Director*, Immersion Corporation

Ricardo Diaz, *Executive Director of Digital*, Omelet

Joey Jones, *VP, Executive Creative Director*, a.network, Ayzenberg Group

Guy Bedov, *CEO and Co-Founder*, Sidekick VR

Michael Rucker, *Chief Operating Officer*, OmniVirt

Gregg Katano, *Partner / VP of U.S. Operations*, HOLOGATE and *VP of Business Development / General Manger*, PHASE TWO

Allen White, *Immersive Reality Designer*, Team One

Cynthia Lieberman, *Marketing and Media Strategist*, LieberComm, *Moderator*

Noon - 1:00 PM

Sponsored: Women's International Music Network

Session II: Haas Conference Center - Room 171

Influencing Diversity in Media: The Voices of Change in the Entertainment, Content and Technology Industries

Laura B. Whitmore, *Founder*, The Women's International Music Network, *Moderator*

Laura Nickerson, *Content Creator and Brand Manager*,

America's Funniest Home Video

Inga Dyer, *EVP General Counsel Business and Legal Affairs*, Revolt TV

Morgan Rhodes, *Music Supervisor*, Middle of Nowhere, Selma, Queen Sugar S1

Natalee Geldert, *Director of Brand & Media Partnerships*, PMG

Alece Oxendine, *Director of Digital Sales*, Good Deed Entertainment

California Cannabis Entertainment and Technology Forum

Noon - 12:45 - Herscher Hall - Guerin B

Meet the Women of Weed: The Pioneers Who Are Elevating the Cannabis Industry

Alice Moon, "The Edible Expert"

Rosie Rothrock, *VP Branding/Marketing*, Caliva

Tracy Ryan, *CEO*, CannaKids

Jen Lujan, *Director of Social Impact*, eaze, Inc.

Charlo Greene, *Weed Activist and Host*, "The Weed Show"

Madison Margolin, *Journalist*, Motherboard/VICE, Playboy, LA Weekly and Rolling Stone, *Moderator*

Micro-Influencer/Branding One-Day Intensive

12:00 – 12:45 PM, Herscher Hall, Guerin A, Webcast Live

Post-Adpocalypse: How to Make Money and Work with Brands

Speakers to be announced

12:30 PM - 1:45 PM

Track I: Herscher Hall, 3rd Floor, 303-304, Webcast

Producing for Film/TV, Branded Entertainment and Influencer Marketing Programming

Mike Gabrawy, *Chief Creative Officer*, Arlight Films

Darnell Brisco, *VP of Accounts*, Fullscreen

George Leon, *Senior VP of Media/Account*

Management, Hawthorne

Caressa Douglas, *SVP of Global Strategic Partnerships*, Branded Entertainment Network (BEN), a Bill Gates Company

Charles Dalaklis, *President & CEO*, Dalaklis Media Enterprises

Kevin Aratari, *Head of Business Development*, Troika

Frank Donner, *Founder and CEO*, BLKBX Creative Group

Ceslie Armstrong, *Executive Content Producer*, Quarter Moon Productions & Noisy Trumpet, *Moderator*

Track II: Haas Conference Center - Room 171

Digital Deals - Networks, Studios and Producers - Monetizing Content Across Platforms

Jason Henderson, *Sr. Manager, Business Development*, DISH Network

Russell Schwartz, *Senior Vice President and Head, Original Programming Business & Legal Affairs*, Starz

Karen M. Robson, *Partner*, Pryor Cashman

Bruce Eisen, *founder and president*, The Law Offices of Bruce David Eisen

David Tenzer, *Entertainment Attorney, formerly Generate*,



CAA

Ryan P. Hall, *Head of Development*, Rooster Teeth
Michael Sid, *CEO, Mediamorph*, Moderator

Track III: Herscher Hall, 3rd Floor, Room 305

ICOs, Blockchain and Alternative Financing for Film, TV, Games AR/VR, Music, and Media Ventures

Richard "RB" Botto, *Founder and CEO*, Stage 32
Frank E. Banks, *Founder and CEO*, Zen
Douglas Buffone, *Director of Business Development*, Skydance Interactive
Ian Forester, *CEO and Co-Founder*, VR Playhouse
Michael Terpin, *founder and CEO*, Transform Group
Ethan Gilmore, *founder and CEO*, VARcrypt
Mariana Danilovic, *Founder and Managing Director*, Hollywood Portfolio, *Moderator*

Micro-Influencer/Branding One-Day Intensive

1:00 – 1:45 PM, Herscher Hall, Guerin A, Webcast Live

An Instagram Deep Dive

Speakers to be announced

California Cannabis Entertainment and Technology Forum

1:00 PM - 1:45 - Session A: Herscher Hall - Guerin B

The Modern Cannabis Consumer Experience: Lifestyle, Medical, Food/Edibles, Technology and More!

Circe Wallace, *Founder and President*, Hot Nife/ HN Wellness
Kate Miller, *Co-Founder & CEO*, Miss Grass
Aaron Justis, *President*, Buds & Roses
Mark Hoashi, *founder/CEO*, Doja.co
Emily O'Brien, *Owner*, MONDO
Brad Davis, *Product Category Manager*, Acorn Paper Cannabis Packaging (APCP), *Moderator*



Session B: Herscher Hall, 2nd Floor, Room 202

CBDs and the Green Web:

Introducing the New Penicillin

Moderator - **David Traub**, *Co-Founder*, Epiphany Film Fund
Jessica Assaf, *Founder*, Cannabis Feminist, *co founder*, Hempia
Tim Blake, *Founder and Producer*, TheEmeraldCup.com
Robert Schubring, *Co-Founder*, Give Pain a Voice
Will Hobbs, *CEO*, THC.Com
Cameron Keluche, *President and CEO*, Kelsie Biotech
Brett Leonard, *co-founder*, STUDIO LIGHTSHIP, Producer/Director/Writer Futurist/VX Expert-Creator

1:00 PM - 2:00 PM

Session I: Haas Conf. Center, Room 172-173, Live Webcast
VR-AR/MR ThinkTank - The Deep Dive - Creative - Visionary Experiential Content and Technology
Kelsey Wong, *Experience Producer*, Magnopus, Production Lead, "Coco VR"
Evette Vargas, *Writer, Director, Producer*, Multiplatform and Virtual Reality Creator
Bastiaan den Braber, *President & COO*, SAMO
Sam Gezari, *Co-founder & Creative Director*, Telexist
Danilo Moura, *Chief Operating Officer - Creative Services*, LOOT Interactive, LLC
Andrew Goldstein, *CEO and Co-Founder*, Otherworld Interactive
Seth A. Schachner, *Managing Director*, Strat Americas, *Moderator*

California Cannabis Entertainment and Technology Forum

2:00 PM - 2:45 - Session A: Herscher Hall - Guerin B

Weed Media – Internet – Influencers - Social – TV – News – Entertainment

David Bienenstock, *Weed Guru, Author, Journalist*, co-host of Great Moments in Weed History with Abdullah and Bean
Amanda Chicago Lewis, *Columnist*, Rolling Stone
Alex Campbell, *Documentary Film Maker*, Cannabis Activist, Producer, "Super High Me"
Joshua Otten, *CCO*, PRØHBTD
Brian Weiss, *Publisher*, Los Angeles Cannabis News
Katie Labrie, *EVP*, Civilized Studios
Marty Perlmutter, *President*, Multisensory Interactive Learning Institute (MILI), *Moderator*

Sponsored by Women in Film and Digital Hollywood

2:00 PM - 5:00 PM, Herscher, Guerin C

The ABC of Branding"

Hosted by Karene Jullien
Part I: 2 PM: BRANDING STRATEGY - What is a brand? Where do I start?

Part II: 3PM: BRANDING CAMPAIGNS
Part III: 4 PM: PROTECTING MY BRAND

Micro-Influencer/Branding One-Day Intensive

2:00 – 2:45 PM, Herscher Hall, Guerin A, Webcast Live

Next Stage in Micro-Video and Live Streaming

2:15 PM - 3:30 PM

Track I: Haas Conference Center, Room 172-173, Live Webcast
Internet TV Packages: Innovation in the Package – Innovation in the Technology – The One-Three Year OTT Outlook
Julian March, *Managing Director Games, Entertainment, Music and Video*, Future plc
Josette Bonte, *Chief Strategy Officer*, CTM: Institute for Communication Technology Management, Marshall School of Business, University of Southern California
Dan Goman, *Founder and CEO*, OWNZONES Media Network
Robin Wilson, *Director*, RW TV
 Moderator, **Patrick Redmond**, *Principal*, Altman Vilandrie & Company

Track II: Herscher Hall, 3rd Floor, Rm 303-304

ICOs, Financing, Packaging & Investment: From Entertainment & Indie Project to Technology & Startups

Greg Akselrud, *Partner*, Stubbs Alderton & Markkiles, LLP
Jennifer Post, *Partner*, Thompson Coburn
Jason Scoggins, *President & COO*, Slated, Inc.
Steven Masur, *Senior Partner*, MG+,
Brett M. Brown, *Managing Partner*, Xsolla Capital
Michael Leventhal, *Partner*, Holmes Weinberg, P.C.
Joey Tamer, *President*, S.O.S. Inc., *Moderator*

2:30 PM - 3:30 PM

Session I: Herscher Hall, 2nd Floor, Room 202

The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility and Marketplace

Robert Watts, *Co-founder and Executive Producer*, Light Sail VR
Sally Slade, *Technical Director*, Magnopus
Penka Kouneva, *Leading Games Composer*, "NASA AR installations", "The Mummy VR at IMAX VR"
Annie Lukowski, *co-founder*, Vanishing Point Media
Travis Cloyd, *Experience Producer/Director* (Speed Kills VR), CEO Observe Media
Eduardo Yeh, *Co-Founder, CEO*, Selvz
Maggie Lane, *VR/AR Designer, Moderator*

California Cannabis Entertainment and Technology Forum

3:00 PM - 3:45 - Session A: Herscher Hall - Guerin B

Now that It's Legal - What's Really Legal? Navigating the Nuances of the Cannabis Industry

Bruce Margolin, *Director, Los Angeles Chapter*, NORML, National Organization for the Reform of Marijuana Laws, *Moderator*
Ariel Clark, *founder*, Clark Neubert, LLP, *founder and Chairwoman*, Los Angeles Cannabis Task Force
Cat Packer, *Executive Director, Department of Cannabis Regulation*, City of Los Angeles
Amanda Conley, *Partner*, Brand & Branch LLP and *Founding Treasurer*, National Cannabis Bar Association
Mitch Kulick, *Partner*, Feuerstein Kulick LLP
Jocelyn Kane, *Legislative Director*, CVCAN Coachella Valley Cannabis Alliance Network
Peter Goldstein, *Principal*, Regulated Solutions

Micro-Influencer/Branding One-Day Intensive

3:00 - 3:45 PM, Herscher Hall, Guerin A, Webcast Live

Risque to Relevant - Authenticity and Marketability

Speakers to be announced

3:50 PM - 5:00 PM

Track I: Herscher Hall, 3rd Fl, Rm 303-304, Live Webcast

Producing Video OTT/Social Content - YouTube - FaceBook - Snapchat - Influencer - Advertiser - Series

Phoenix Gonzalez, *co-founder and President of Sales*, dotstudioPRO
Catherine Gudvangen, *Executive Producer*, Schiefer Chopshop

Neil Davis, *Chief Business Officer*, uCast
Jeffrey Stansfield, *President and CEO*, Advantage Video Systems
Darren Cross, *COO*, Unreel Entertainment
Lauren Cole, *President*, Cole Media, *Moderator*

Track II: Herscher Hall, 3rd Floor, Room 305

Blockchain, Content Rights - Licensing and Technology Solutions in Media and Entertainment: Implementation of Technology Strategies

Michael Alexander, *Strategy & Growth Initiatives*, IBM Global Telecommunications Industry
Jason Brooks, *Partner*, Altview Law Group, LLP.
Michael Fay, *VP, Media Product Management*, Akamai Technologies
Graham Oakes, *CEO*, Media Science International, Ezee Studios, Chairman, Digital Watermarking Alliance
Bill Woods, *SVP*, MediaMorph
Robin Wilson, *Director*, RW TV
Rajan "Raj" Samtani, *Founder and Vice President of Business Development*, Tengence LLC, *Moderator*

California Cannabis Entertainment and Technology Forum

4:00 PM - 4:45 - Session A: Herscher Hall - Guerin B

The Wizards of Weed - Superstars of Cannabis

Dennis O'Malley, *President*, Caliva
Jackie Sponseller, *Epileptic Activist, Cannabis Entrepreneur, Researcher, International TV/Online personality*
Charlo Greene, *Weed Activist and Host*, "The Weed Show"
Tim Blake, *Founder and Producer*, TheEmeraldCup.com
Moderator - **David Bienenstock**, *Weed Guru, Author, Journalist*

4:00 PM - 5:00 PM

Session I: Herscher Hall, 2nd Floor, Room 202

Innovating in VR-AR-Immersive Production - The Amazing Journey of Imagination, Gear and Innovation

Ryan Moore, *CEO*, Experience 360°
Jessie Kim, *Co-Founder & CEO*, Prosper VR
Ketaki Shriram, *Chief Technology Officer*, Krikey
BJ Schwartz, *co-founder*, Vanishing Point Media
Doug Kryzan, *Founder and CEO*, Rocket Worldwide
Daniel Kenyon, *Founder/CEO*, Furious M
Shelley Andagan, *Chief Operating Officer*, 3DPaint/FX
Larry Rosenthal, *President, Creative Director*, CubeVR, *Moderator*

4:00 - 4:45 PM, Herscher Hall, Guerin A, Webcast Live

Influencer Ambition - Being a Unique Voice and Market Leader

Speakers to be announced

5:00 - 6:15 PM - *Open to all attendees*

End-of-Day Reception, The Tent Outdoor Area In Front of Herscher Hall

5:15 PM - 6:15 - Session A: Herscher Hall - Guerin B

The Cannabis Forum Closing Session