

Digital Hollywood Fall

The Digital Future has Arrived!

October 16-18, 2018

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

Tuesday, October 16th

10:00 AM - 11:15 AM

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

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

Some "Influencers" are specialists in food, beauty, travel, games or entertainment and through social media, have 10K followers, some might have 250,000 followers and some might be superstars with millions. Welcome to the new world of media, brand marketing and advertising.

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

Spencer McClung, *EVP Media*, ipsy

Ronit Cohn, *VP, Creator Partnerships*, Fullscreen

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

Rob Fishman, *co-founder*, Brat, a Gen-Z network

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

Track II: Haas Conference Center, Room 171, Live Webcast

AR to XR - How XR will Fundamentally Shift How Companies do Business in the Next Two Years

As mobile/smartphone technology emerges, each release indicates advances in the Augmented and Mixed Reality experience. From photographic innovation and texting to how data is explored is headed into the AR/MR universe. Get ready for AR/MR as your favorite technology innovation.

Raffaella Camera, *Head of Market & Innovation Strategy*, Global, Accenture

Nigel Tierney, *Director of Development & Prod*, Oath//RYOT

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

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

Olivier Koelemij, *Managing Director*, MediaMonks Los Angeles
Moderator - **Bill Newell**, *CEO*, North South Studios LLC

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

Indie TV - OTT and Streaming - The Gateway to Hollywood Content - 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.

Daniel Tibbets, *President-GM*, El Rey Network

Seth Shapiro, *CEO*, AlphaNetworks

Nick Nelson, *Head of Product Management*, OWNZONES

Dan Dieffenbach, *Chief Content Officer*, Rebel Labs
Moderator; **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.

Pallavi Shah, *Senior Vice President*, HOULIHAN LOKEY

Schuyler M. Moore, *Partner*, Greenberg Glusker

Christopher G. Howland, *Vice President | Entertainment Industries Division*, PACIFIC MERCANTILE BANK

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

Paul Hanson, *founder and CEO*, Covert Media

Megan Jones, *Associate*, Clark & Trevithick

Bill Drewry, *Founding Partner*, Pursuit Advisory LP.

Larry Gerbrandt, *principal*, Media Valuation Partners, Moderator, Moderator

Track II: Ahmanson Hall, Live Webcast

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

YiZhou, *Influencer, Director & Founder* Global Intuition

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

Lynette Cenée, *Beauty and Make-up Influencer*, 447K YouTube Subscribers

Drew Baldwin, *Founder and CEO*, Tubefilter

Alexandra Pickett, *Account Director*, RQ

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

The AR/VR/MR industries are now positioned as the next innovation to redefine the Smartphone - Mobile - Computing industries. From visual communications, news, retail data and vertical specialties to immersive cinematic experiences, this is the next market positioned to take off.

Greg Potter, *Analyst, Media & Communications*, S&P Global Market Intelligence

Clay Weishaar, *Creative Director*, 3 AM / Ridley Scott Creative Group

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

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

Robert Lester, *Associate Creative Director*, GLOW
Moderator; **Nancy King**, *Brand Strategist*, 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

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

Michael Berk, *Emmy Award Winning Producer*, "Soul Surfer," "Baywatch" TV and Movie

Steve Foster, *Head of Original Content*, Adaptive Studios
Brian Beckmann, *CFO*, Arclight Films
Melisse Lewis, *Entertainment Attorney*, Moderator

1:00 PM - 2:00 PM

Track I: Haas Conference Center, Room 172-173, Webcast
Women on the Creative Edge: From Cinematic Entertainment & TV to Sports, Music and VR/AR/MR: Experiences in a Changing Landscape

Jackie Guerra, *Soccer Olympiad, Sports Engineer and CEO*, Game Ready Performance

Camille Cellucci, *Head of Production*, The Void

Tanna Frederick, *Producer/actor*, Defrost (VR Narrative Film)

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

Jennifer Palais, *Cannes Lion Winner, Strategist, Content Director*, "The Lady GaGa Experience," "Apple - 30 Years of Mac Celebration"

Ketaki Shriram, *Chief Technology Officer*, Krikey Moderator, **Louisa Spring**, *Founder*, SAM immersive

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

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

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

James Norell, *VP of Social Video Strategy*, Fullscreen

Kevin Grosch, *co-founder and CEO*, Made In Network

Tom Bash, *VP, Product*, ChefsFeed

Phil Ranta, *Head of Creators*, Mobcrush, Moderator

Track III: Haas Conference Center, Room 171

Esports – Fantasy Sports – Sports Gambling – VR/AR Games - Analytic Driven Real-Time Games

Matt Edelman, *CCO*, Super League Gaming

Gayle Dickie, *Founder & CEO*, Gamer World News Entertainment

Patrick Dees, *Co-Founder & VP, Gaming*, Fan Controlled Football League

J.R. McCabe, *Chief Digital Officer*, Poker Central, PokerGO, ESP Gaming

Don Daglow, *Sr. Director for Strategic Partnerships*, The Strong and *President*, Academy of Interactive Arts & Sciences Foundation

Steve Bradbury, *President & Head Coach*, Deep Sports, Moderator

CSU Media Arts Festival, *Open to All Attendees*

1:30 PM - 5:00 PM, *Magnin Auditorium*

Finalist Screening and Awards Ceremony

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

Adam Arkin, *Emmy award-winning, Director, Executive Producer, Actor*

Lidia Porto, *Actor, co-star*, GET SHORTY (Series on Epix)

Don Handfield, *CEO/President, Motor, Producer*, "The Founder" & "Kill The Messenger"

Dwayne Johnson-Cochran, *Writer, Producer, Director*, "White Water", "Be Known"

Goya Robles, *Actor*, "Get Shorty", "The Mentalist"

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

The Producer's Strategic Roundtable: Film - TV - Internet

Larry Kasanoff, *Producer*, True Lies

Danny Zucker, *Five Time Emmy Winner, Producer of Modern Family* (ABC)

Michael Berk, *Producer and Writer*

Baywatch: The Movie, Soul Surfer, SPF18

Randal Kleiser, *Director and Producer*:

Grease, Blue Lagoon, DEFROST VR

John Canning, *Chair of New Media*

Council, Producers Guild of America, *Mod.*

Track II: Herscher, 3rd Fl, Rm 303-4: Webcast

The Social Differentiator: Social Data and 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.

Amy Luca, *President*, theAmplify

Tania Yuki, *CEO*, Shareable

Jason Jercinovic, *Global Head, Marketing Innovation*, Havas

Stephanie Gutierrez, *Director, Digital & Social Marketing of Engine Content/Art Machine*

Jade Sherman, *V.P., Digital Media*, Abrams Artists Agency

Tim Sovay, *COO*, CreatorIQ

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

Shawn Streiff, *Lead Manager Experiential, Live*

Streaming, and Strategy AT&T Hello Lab

Scott Mirkin, *President*, ESM Prod., a ROC Nation Company

Nadine Shelton, *Emerging Tech Consultant*, All for One

Mazen Alawar, *Brand Director*, The Recording Academy

Kim Owens, *Founding Editor | Digital Media &*

Entertainment Researcher, Kaffeine Buzz, Moderator



2:40 PM - 3:40 PM, Haas Conference Center, Room 171

The Content Development & Financing: Film – TV – Indie Production – Internet Programming

Elissa Friedman, *SVP Development & Production*, Covert Media

Matthew Soraci, *COO*, The Lagralane Group

Kayla Tabish, *Director/Producer*

SJ Murray, Ph.D., EMMY®-nominated filmmaker and award-winning writer, producer, director, & educator

Jim Milio, *Producer/Executive Producer* of Motion Pictures and Television Programming

Greg Gentshev, *VP of Product, Video*, Gracernote

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.

David B. Williams, *SVP & GM, Channels*, pocket.watch

Shane Keats, *Director of Industry Marketing, Media and Entertainment*, Akamai

Maia McCann, *Editor-in-Chief and VP of Content*, RockYou Media

Darren Cross, *COO*, Unreel Entertainment

Zak Shaikh, *Senior Consultant*, Magid

Hunter Sappington, *Research Analyst*, Parks Associates

Mark Kapczynski, *President*, Storymill, *Moderator*

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

AR/MR in Hollywood and Advertising – An Experiential Creative Platform

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

Mark Netter, *Director, Creative Campaigns*, DC Universe, Warner Bros Digital Networks

Natascha French, *CMO*, VNTANA

Kati Halonen, *CCO and co-founder*, AR Video Booth

Lynn Rosenthal, *Founder/CEO*, Periscope, AR/VR

Jiten Dajee, *Lead AR/VR Analyst*, Deloitte

Anthony Borquez, *founder and CEO*, Grab

Ted Cohen, *Managing Partner*, TAG Strategic llc, *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

Miriam Mintz, *Director of Development*, JASH (Group Nine Studios)

Mike Gabrawy, *Chief Creative Officer*, Arlight Films

Philip Shafran, *Director*, Content Activation, Brand and

Business Development, America's Funniest Home Videos
Folayo Lasaki, *Head of Marketing*, SoulPancake, div. of Participant Media

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

Kimberly King-Burns, *Partner*, convergenz/solutions, *Moderator*

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

End-of-Day Reception – Tent Area

Outdoor Area In Front of Ahmanson Hall - Herscher Hall

CSU Media Arts Festival, Magnin Auditorium

6:00 PM - 7:30 PM, Open to all attendees

A Conversation with the Winners

Wednesday, October 17th

9:15 AM - 10:15 AM

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

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.

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

Neil Ishibashi, *Director of Design Development*, Fandango

Evan Weiss, *Founding Partner/Head of Talent*, Red Sun Entertainment

Damian Pelliccone, *CEO*, REVRV

Scott Kramer, *Director of Digital*, Olive Bridge Entertainment

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

Dimitry Lensky, *Attorney*, LKP Global Law, LLP

Kevin Aratari, *Head of Business Development*, Troika

Muizz Kheraj, *Managing Director*, FocalPoint Partners LLC

Mark Linao, *Principal*, Akaktsuki Entertainment Tech Fund

Justin Giddings, *CEO & Founder*, TheKickstarterGuy.com

Keith Newman, *VP, Partnerships*, Nasdaq Entrepreneurial Center, *Moderator*

The California Cannabis Forum: Medical - Legislative - Lifestyle

9:45 AM – 10:00 AM

Session I: Guerin B, in Herscher Hall

The Welcome Keynote, Live Webcast

Cat Packer, *Executive Director of the Department of Cannabis Regulation*, City of Los Angeles

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.

Rachel Lanham, *General Manager*, WunderVu, XR STUDIO, PIXVANA

Mark Laisure, *CEO*, Vortex Immersion Media

Grant Ogburn, *Head Of Client Services*, Tiltshift Agency, Publicis Groupe

Dmitry Shapiro, *founder and CEO*, Metaverse

Christine Lawton, *Partner*, Nolan Heimann LLP

Kevin Cornish, *Founder*, Moth + Flame & Conversive

Peter Csathy, *Founder & Chairman*, CRE-ATV Media, *Moderator*

California Cannabis Forum: Medical - Legislative - Lifestyle

10:00 AM – 10:45 AM

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

The Business of Cannabis: Banking – Investment – Branding – What’s Legal and Not Legal

Jay Purcess, *Associate*, Clark Neubert, LLP

Senator Robert Hertzberg, California State Senate

Lillian Conroe, *Small Business and Permit Specialist*, Governor Brown's Office of Business and Economic Development

Mitch Kulick, *Partner*, Feuerstein Kulick LLP

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

10:30 AM – 11:30 AM

Track I: Haas Center, Room 172 & 173

AR-VR Verticals – Disrupting Healthcare

AR-VR Verticals – Disrupting Healthcare: Medicine promises to become the biggest vertical market for the use of VR. Recent research has demonstrated that VR is changing healthcare outcomes by structuring it—by augmenting it—by replacing it. We will discuss how advances in virtual reality are changing patient results.

Garry Hare PhD., *Faculty*, *Media Psychology Doctoral Program*, Fielding Graduate University (The Emotional Impact of Real Time Information)

Linda Durnell PhD, *Managing Partner*, Madison Lane Venture Group

Lauren Evanow, *CEO*, Lia, Inc.

Celine Tien, *founder & CEO*, Tamadé

Jerri Lynn Hogg PhD., *Director*, *Media Psychology Graduate Program*, Fielding Graduate University, *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.

Kirstin Benson, *VP of Global Entertainment*, Getty Images

Ed Beadle, *Senior Manager Integrated Marketing*, American Honda Motor Company

Lissy L'Amoreaux, *EVP*, *Digital/Social*, IGNITION

Jason Jercinovic, *Global Head of Marketing Innovation*, Havas

Gregg Martin, *Actor/Social Media Influencer*

Cindy Kaplan, *Product Placement Manager*, Signal Entertainment Marketing, a WME Company

Andrew Solmssen, *Managing Director*, POSSIBLE, Los Angeles, *Moderator*

Track II: Haas Conference Center - Room 171

Living the Life: Entrepreneurs, Lifestyle Innovators and Disrupters

Cam Kashani, *Godmother of Silicon Beach*

Tania Yuki, *CEO*, Shareablee

Wendy Doulton, *Managing Partner*, Katalyst Group

Heidi-Marie Ferren, *Award Winning Writer and Content Creator*

Mishawn Nolan, *Partner*, NOLAN HEIMANN

Michele Leung, *Global Brand Marketing Advisor*

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

Bob Emmer, *Co-Chief Executive Officer & Co-Founder*, Shout! Factory

Kevin Kasha, *Co Founder*, Three Bridges Entertainment, former, Head of Acquisition, Starz and New Line Cinema

Brian Beckmann, *CFO*, Arlight Films

John Kim, *President*, Deep C Digital

Jonathan Schwartz, *SVP of Scripted Content*, Apiary Entertainment

Seth M Willenson, *President*, Seth Willenson, Inc., *Moderator*

California Cannabis Forum: Medical - Legislative - Lifestyle

11:00 AM – 11:45 AM

Session I: Guerin B, Herscher Hall, Webcast

The California Cannabis Industry: Year One of Legalization - The Rules & Regulations - The Supply Chain and Demand Curve

Bruce Margolin, *Director*, Los Angeles Chapter, NORML, National Organization for the Reform of Marijuana Laws

Amanda Ostrowitz, Esq., *Founder & CEO*, CannaRegs

Dennis O'Malley, *President*, Caliva



Lori Glauser, *Co-Founder, Chief Operations Officer, and Director*, EVIO Labs

Peter Gigante, *Head of Policy Research*, Eaze

Jocelyn Kane, *Legislative Director*, CVCAN Coachella Valley Cannabis Alliance Network, *Moderator*

11:30 AM – 12:30 PM

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

2019: The Year Augmented Reality Changes Everything - The Next 12 Months Change the industry

Patrick Costello, *Senior Director of Business Development*, Qualcomm

Aruna Inversin, *Creative Director*, VFX, Digital Domain

Tom Wesselman, *VP/GM, Enterprise Software*, Plantronics

Barry Sandrew, Ph.D., *CEO*, SocialRecall AR

Philip Lelyveld, *VR/AR Program Manager*, USC Entertainment Technology Center

Dan Philips, *Global Head of Innovation*, MPC

Jay Samit, *Independent Vice Chair*, Deloitte Digital, Deloitte Consulting LLP, *Moderator*

California Cannabis Forum: Medical - Legislative - Lifestyle

Co-Sponsored by: LA NORML (National Organization for the Reform of Marijuana Laws)

Noon - 1:30 PM - Herscher, Guerin B, Additional Ticket, Live Webcast

On the Forefront of Medical Cannabis Innovation: The Struggles & Triumphs of Major Medical Pioneers - Cancer, Epilepsy, PTSD and other Life Threatening Diseases

Welcome: **Bruce Margolin**, *Director*, Los Angeles NORML

Tracy Ryan, *CEO*, CannaKids

Eben Britton, *Board Member*, Athletes for Care & Former NFL Offensive Linesman

Dr. Sue Sisley, MD & Principal Investigator for the only FDA-Approved Study of Safety/Efficacy of Cannabis and Combat Veterans

Michael Backes, *Scientific and Medical Advisory Board*, Maui Grown Therapies

Moderator - **Marty Perlmutter**, *President*, Multisensory Interactive Learning Institute (MILI)

The Micro-Influencer/Branding Two-Day Intensive

12 Noon - 12:45 PM

Session I: Herscher Hall, Guerin C, Live Webcast

What's my Brand? Finding Your Voice, Building a Strategy, and Creating the Right Content

Alex Diehl (@therealalexdiehl)

Joe Saladino (@joeyasalads)

Julie Spira, CEO and founder, Cyber-Dating Expert, LLC, @JulieSpira

Tay Zondag, Actor, Voice Talent, Digital Media Expert (@TayZondag)

Winnie Sun, Managing Director, Sun Group Wealth Partners (@WinnieSun)

Marsha Collier, Marketing Futurist & Radio Host (@marshacollier), *Moderator*



12:30 PM - 1:45 PM

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

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

Ryan Nugent, *VP of Content Strategy*, Gunpowder & Sky

Robert Rodriguez, *CEO*, Natcom

Brendon Thomas, *VP of Distribution*, Pluto TV

James Heath, *Director of Analytics and Audience Development*, Univision Creator Network

Matt Smith, *Executive Director, Business Development & Strategy*, Comcast Technology Solutions

Yarom Boss, *CTO*, StratusCore

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

Debra Chinn, *Director, International Dubbing*, Netflix

Robb Klein, *Partner, Entertainment, Technology and Advertising Practice Group*, Sheppard Mullin Richter &

Hampton LLP

Matthew Knowles, Actor, Model, Singer, and Bilingual Television Show Host

Andre Morgan, Internationally Renowned Film and Television Producer

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

12:40 PM - 1:45 PM

Track III: Herscher Hall, Guerin A, Live Webcast

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

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

Katie Koebnitz, *Head of Independent Content* apparentlyjack, (Producer, Galveston)

Estella Gabriel, *Founder*, Second Screen

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

Jeanne Wolf, Award-Winning Journalist and Media Coach

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

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

1:00 PM – 2:00 PM

Session I: - Haas Conference Center - Room 172 & 173

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

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

Tim Dillon, *Head of VR & Immersive Content*, MPC

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

Ethan Stearns, *Executive Producer*, MWM Immersive (Madison Wells Media)

Cary Granat, *CEO*, Immersive Artistry

Geoffrey Bund, *Head of Business Development*, Varjo

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

*The Micro-Influencer/Branding Two-Day Intensive***1:00 PM - 1:45 PM**

Session I: Herscher Hall, Guerin C, Live Webcast

Marketing You - A Do-It-Yourself Guide to Finding and Navigating Deals**Amy Roiland** (@afashionnerd)**Andrea Okeke** (@dreaknowsbest)**Cat Mendez**, Social Media & Influencer Marketing Strategist**Diomi Cordero**, Talent Manager**Mike Prasad**, CEO, Tinysponsor (@mikeprasad), Moderator*California Cannabis Forum: Medical - Legislative - Lifestyle***1:45 PM - 2:45 PM**

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

The Science of Medical Cannabis: Matching Strains, Potency and Dosage to Specific Diseases and Disorders**Dr. Andrea Small-Howard**, Chief Science Officer, GB Sciences (GBS)**Jessica Assaf**, Founder, Cannabis Feminist, co-founder, Hempia**Tim Blake**, Founder and Producer, The Emerald Cup**Dr. Catherine Jacobson**, Director of Clinical Research, Tilray**Sundarajan Mutialu**, Chief Technology Officer and Co-CEO, AZENTIVE**Mowgli Holmes, PhD**, co-founder, CEO, Phylos Bioscience**David Traub**, Co-Founder, Epiphany Film Fund, Moderator**2:00 PM - 2:45 PM**

Session I: Herscher Hall, Guerin C, Live Webcast

For the Gram: A Deep Dive into Instagram**Alex Dry** (@alexndry)**Colton Pappas** (@coltonpappas)**Sara Mills** (@saraontheinternet)**Sarah Gim** (@thedelicious)**Ron Roecker**, Chief Brand Influencer, Be Differently, Moderator**2:15 PM - 3:30 PM**

Track I: Ahmanson Hall, Live Webcast

The Future of Brand Partnerships and Influencer Marketing

In a world of social and 24/7 media, the relationship between consumer and brand has been forever altered. Star Power has been usurped by Influencer Marketing and major brands are implementing all-media strategies integrating social and influencer content and advertising concepts.

Kendra Bracken-Ferguson, Chief Digital Officer, CAA-GBG, a division of CAA**Beau Avril**, Global Head of Business Operations, FameBit By YouTube**Maude Standish**, VP of Programming, Fullscreen**Natasha Vaquer**, Vice President of Talent Partnerships & Influencer Strategy, Refinery29**Simon Kelly**, Co-CEO and Chief Enthusiasm Officer, Story Worldwide**Dan Ghosh-Roy**, SVP Audience Development, Complex

Network

Corey Weiss, Head of Business Development, ipsy, Moderator

Track II: Haas Conference Center, Room 171

Content Strategies in Hollywood: TV - Film - Internet - Branding & Influencers**Jim Amos**, founder, Scout53**JR Griffin**, Vice President, Digital Marketing & Business Development, FremantleMedia North America**Barak Shragai**, CEO, IMG Media**Stuart McLean**, President, Content & Co.**Marlina Fletcher**, Managing Director, Stink Studios**Elsa Ramo**, Managing Partner, Ramo Law PC, Moderator

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

Working in the Industry: An In-Depth Discussion with Executives and Creatives from TV, Film and Technology**Yadira Harrison**, Co-Founder, Verb**Natascha French**, Chief Marketing Officer, VNTANA**Vance Garrett**, Vice President, Experiential Global Entertainment, Westfield**Daniel Talbott**, Writer, Director, Actor, Producer**Simone Nelson**, Managing Director, The CSU Entertainment Alliance, Moderator**2:30 PM - 3:30 PM**

Session I: Haas Conference Center - Room 172-173

The VR-AR-Immersive - Innovators & Disruptors - Entertainment, Technology & Brand Vision**Scott Squires**, Oscar nominated, Creative Director and Co-Founder, PIXVANA (former CTO, ILM)**Ryan Pulliam**, CMO and Co-Founder, Specular Theory**Johannes Saam**, Senior Creative Developer, Framstore**Kalan Ray**, Development Supervisor, Magnopus & co-founder, VKTRY Creative Studios**Erik Murphy-Chutorian**, founder and CEO, 8th Wall**Guy Constantini**, Vice President, Global Interactive Marketing, Skydance Interactive**Shelley Andagan**, Chief Operating Officer, 3DPaint/FX, 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

Future of Film: Global disruption, rewards & challenges - formats, streamers, eSports & new tech: The past year has seen dramatic changes in the global film industry with 2017 experiencing a 3 year low in North America's box office. Yet performance in 2018 at this writing is up nearly 8% over 2017, with analysts predicting a record or near record year. China, a solid number 2 in the global box office race, is on track to eclipse the North America totals in the next couple of years. Their dominance has changed the way studios determine which stories they are going to produce, eyeing China as a lucrative market. During the past



few years the major streamers, Netflix, Amazon, Hulu and YouTube have disrupted the industry, spending aggressively to produce new and compelling content for their growing, cord cutting and mainstream audience.

- Ted Schilowitz**, *Futurist*, Paramount Pictures
- Paul Dergarabedian**, *Senior Media Analyst*, comScore
- Heather Blair**, *VP Entertainment*, Extended Cinema
- Chris Fenton**, *Media Strategist and Dealmaker*; Former President of DMG Entertainment
- Robert Lenihan**, *president US programming*, AMC Theatres
- John Rubey**, *CEO* Rubey Entertainment LLC
- Marty Shindler**, *CEO*, The Shindler Perspective, Inc., *Moderator*

California Cannabis Forum: Medical - Legislative - Lifestyle

3:00 PM – 3:45 PM

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

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

- Rosie Rothrock**, *VP Branding/Marketing*, Caliva
- Madison Margolin**, *Journalist*, Merry Jane, Rolling Stone, & Playboy
- Kate Miller**, *Co-Founder & CEO*, Miss Grass
- Alice Moon**, "The Edible Expert"
- Andrea Drummer**, *Renowned Cannabis Chef, Director of F&B*, Elevation VIP Cooperative
- Katie Labrie**, *EVP*, Civilized Studios
- Ariel Clark**, *founder*, Clark Neubert, LLP, *Moderator*

3:00 PM - 3:45 PM

Session I: Herscher Hall, Guerin C, Live Webcast

Embrace Your Uniqueness - Monetizing What Makes You Special

- Cheyenne Brink**, *Agent*, Bella Agency (@bellaagencyla)
- Chris Saint** (@saintpiercing)
- Christine Barger**, *Ventriloquist* (@christinebargerofficial on Instagram)
- Hayley Herms** (@hayleyhermsofficial)
- Vivian Nweze**, *TV Host + Producer* (@vivaciouslyviv), *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)
- Marcus Glover**, *Partner*, Southbox Ventures (former Consultant to Alicia Keys, Jay-Z, Lil Wayne, Nicki Minaj, 50 Cent, Shakira)
- Sarah Malkin**, *Head of Content*, TraceMe
- Matt Lawler**, *Director of Digital Media for the Global Partnerships*, AEG
- Nate Houghteling**, *co-founder & Executive Producer*, Portal A
- Mahzad Babayan**, *Director of Talent*, Fullscreen Media
- Perrin Kaplan**, *Principal*, Zebra Partners, *Moderator*

Sponsored by Alliance for Women in Media SoCal

Track II: Haas Conference Center, Room 172-173

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

- Wendy Sweetmore**, *Founder/CEO*, networkBe (former Senior Exec. MGM/Mark Burnett Productions)
- Jeanette B. Milio**, *Producer/Executive Producer of Motion Pictures and Television Programming*
- Raelle Tucker**, *Producer/Writer*; True Blood, Jessica Jones, Sacred Lies
- Linda Benjamin**, *COO & Head of Business Affairs*, Covert Media
- Evelyne Ouellet**, *Chief Marketing Consultant*, SAFIRA Entertainment Marketing
- Denise Muyco**, *co-founder and CEO*, StratusCore, *Moderator*

4:00 PM – 5:00 PM

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

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

- Skyler Sweetman**, *Stage Manager*, Metastage
- Mike Monello**, *co-founder*, *Campfire*, *Collaborator*, The Mill & Producer, Blair Witch Project
- Celine Tricart**, *founder*, Lucid Dreams Productions
- Andrew Shulkind**, *Director of Future Imaging and Content Innovation*, M. Bonnieux, Inc.
- Kirk Miller**, *Director of Media Programming*, MediaMation
- Daniel Oberlerchner**, *Director of Content Operations*, Method EXP
- Johannes Saam**, *Senior Creative Developer*, Framestore
- Anna Marie Piersimoni**, *Instructor*, *Department of Cinema and Television Arts*, CSU, Northridge, *Moderator*



California Cannabis Forum: Medical - Legislative - Lifestyle

4:00 PM – 4:45 PM

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

The Cannabis/CBD Technology Innovators: Science - Medicine - Investment

- Julie Raque**, *Vice President of Marketing*, Cannabistry Labs
- Robert Schubring**, *Co-Founder*, Give Pain a Voice
- Cameron Keluche**, *President and CEO*, Kelsie Biotech
- Elizabeth Ashford Davis**, *Principal*, CERES Strategies
- Matthew Nordgren**, *CEO and Founder*, ARCADIAN Fund and ARCADIAN Capital Management
- David Traub**, *Co-Founder*, Epiphany Film Fund, *Moderator*

The Micro-Influencer/Branding Two-Day Intensive

4:00 PM - 4:45 PM, Live Webcast

Session I: Herscher Hall, Guerin C

It's Not Just Social - Leveraging Social Media to Achieve Your Dreams

- Hailey Bright**, *TV Host, Comedy Actor, Lifestyle Expert* (@haileybright)
- Kasia Szarek**, *Casting Director*, Harlowe Casting (@kasia)
- Kristie Hang**, *Host, Food & Travel Writer* (@kristiehang)

Marcel Williams, Social Media Manager, Creative Strategist, Journalist

Tiffany Rivera-DeGuzman, Event Producer, DJ, & Productivity Consultant, Moderator

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

End-of-Day Reception – Tent Area

Outdoor Area In Front of Ahmanson Hall - Herscher Hall

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

Alliance for Women in Media SoCal

Becoming a Master Negotiator: An Insider View from Power Players

Joel Eisenberg, *Partner*, Council Tree Productions

Dr. Raye Mitchell, *CEO and founder*, The Winning Edge

Sandy Abrams, *TheCEOm.com*

Moderator, **K.J. Matthews**, *Award-Winning Entertainment Journalist*

The Evening Event, Open to all Attendees

Keynote Evening Roundtable

6:00 PM - 7:45 PM, Ahmanson Hall

“Honoring Women in the Cannabis Industry and the film “Mary Janes: The Women of Weed”

Evening Host, **Windy Borman**, *Award Winning Filmmaker*

Three Roundtables

A) The Medicine and Science of Cannabis

Dr. Sue Sisley, *MD & Principal Investigator for the only FDA-Approved Study of Safety/Efficacy of Cannabis*

Brandie Cross, PhD: *Chief Scientific Officer, Smart Pharm Research Group*

Swetha Kaul, PhD: *Chief Scientific Officer, Cannalysis*

Heather Manus, RN: *Founding Member, Cannabis Nurses Network*

B) Social Justice and Cannabis Legalization

Betty Aldworth: *Executive Director, Students, Sensible Drug Policy*

Fanny Guzman: *Co-Founder, Latinos for Cannabis*

Karen O’Keefe: *Director of State Policies, Marijuana Policy Project*

Janve Judasha Praise Sobers: *CEO and Founder, Born + Bred*

C) The Business of Cannabis: From Cultivation to Dispensaries to Media

Felicia Carbajal: *Community Engagement Director, Smart Pharm Research Group*

Tiffany Chin: *Co-Founder and President, Leafs By Snoop*

Ophelia Chong: *Founder, Stock Pot Images*

Jeanine Moss: *CEO, AnnaBis*

Priscilla Vilchis: *CEO, Premium Produce*

Thursday, October 18th

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

Zero to One – Grow your business at Digital Hollywood with those who have already done it before

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

Ryan Foland, *Managing Partner, InfluenceTree*

Page Ostrow, *President, Ostrow and Company*

Sean McSweeney, *founder and CEO, Apache Health*

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*

Robert Binning, *CEO, StreamSpace*

Mike Parker, *Partner, AGC Partners*

Michael Terpin, *founder and CEO, Transform Group*

Tom K. Ara, *Shareholder, Greenberg Traurig, LLP*

Mariana Danilovic, *Founder and Managing Director, Hollywood Portfolio, Moderator*

Food Tech + Wellness Forum: Food Culture - Food Industry

10:30 AM – 11:00 AM, Ahmanson Hall, Webcast Live

The Morning Keynote

Fran Drescher, *Wellness Activist and Global Celebrity One-on-One with:*

Clare Fox, *Executive Director, Los Angeles Food Policy Council*

10:45 AM - 11:45 AM

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

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

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*

Larry Baird, *Chief Marketing Officer, 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*

Jameela Jackson, *Director, Startup Grind powered by Google*

Erin Kapczynski, *SVP Marketing, Kontrol Media*

Heather Blair, *President, Heather Blair Consulting*

Natasha Miller, *Founder/CEO, Entire Productions*

Jen Proctor, *CEO, Cultivated Entertainment*

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

Food Tech + Wellness Forum: Food Culture - Food Industry

11:00 AM – 11:45 AM, Welcoming Plenary, Ahmanson

The Power of Food: Wellness – Lifestyle – Technology

Matthew Kenney, *Celebrated Plant-Based Chef, CEO*

Kathy Freston, *Food Activist and New York Times Bestselling Author*

Bryce Fluellen, *Community Impact Director/Chef, American Heart Association*

Clare Fox, *Executive Director, Los Angeles Food Policy Council, Moderator*

California Cannabis Forum: Medical - Legislative - Lifestyle

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

Doctors, Researchers, the Medical Profession and Cannabis: Cannabis Efficacy, Cannabis Innovation and Medical Leadership

Dr. Sue Sisley, MD & Principal Investigator for the only FDA-Approved Study of Safety/Efficacy of Cannabis and Combat Veterans

Dr. Allan I. Frankel, Founder, GreenBridge Medical, Inc.

Dr. Philip Oubre, MD, Oubre Medical, Austin, TX

Karen Mo, MD, Cannabis Advocate and Expert

Moderator, **Laura Braden**, *Vice President of Communications*, California Medical Association

11:00 AM - 11:50 AM, Herscher Hall, 3rd Fl., Room 305

Anti-piracy: Protecting Creativity in Hollywood

Daniel Rozansky, *Partner*, Stubbs Alderton & Markiles, LLP

Harrie Tholen, *VP of Sales*, NAGRA Anti-Piracy & NexGuard

M.F. Fogel ('Michele'), *Founder and CEO*, Your Moral Compass Counts, LLC

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

Rob Holmes, *Founder & CEO*, IPCybercrime

Frank Nein, *President*, 9Sight2020.com

Dennis Yu, *CTO*, BlitzMetrics

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

11:30 AM – 12:30 PM

Session I: Haas Conference Center, Room 172-173

VR/AR as a Branding/Advertising Strategy: The Immersive Experience as Image Maker

Jeffrey Travis, *Founder & CEO*, Positron/ Creator, Voyager®

David Birnbaum, *Design Director*, Immersion Corporation

Ricardo Diaz, *Executive Director of Digital*, Omelet

Shelley Andagan, *Chief Operating Officer*, 3DPaint/FX

Laura Barton, *Senior Vice President of Marketing & Strategic Development*, Advrtas

Marcy Boyle, *CEO*, Hot Bit VR

Demetrio Cuzzocrea, *Partner + CIO*, Hourglass Technologies

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

How To Reach Diverse Audiences Across The Entertainment Industry

Lisa Cecchini, *VP of Media Analytics*, Situation

Mike Monello, *co-founder*, Campfire, Collaborator, The Mill & Producer, Blair Witch Project

Pamela Abdy, *Head of Film*, Makeready

Joy Gorman Wettels, *Producer*, Anonymous Content

Janet Billig Rich, *Artist Manager and Tony Award-nominated Broadway theater producer*, *Moderator*

Food Tech + Wellness Forum: Food Culture - Food Industry

Noon – 12:45 PM,

Track I: Ahmanson Hall, Live Webcast

Food Science & Sustainability Pioneers: Plant Based, Seafood & Protein Enhanced - Creating the Future of Food & Nutrition

Chef Kerry Heffernan, Grand Banks NYC, Renown Chef, Top Chef Master, TV)

Poull Brien, *Partner/Co-founder*, Wild Fish Direct

Brian Halweil, *Publisher and editor-in-chief*, Edible Communities

Adrian Grant-Alfieri, *Venture Partner*, Babel Ventures

Elina Fuhrman, *founder, CEO + Chef*, Soupelina, *Moderator*

Track I: Herscher, Guerin C, Live Webcast

Food, Nutrition and Lifestyle - Cleansing and Nurturing the Body and Mind

Anna Getty, *Chef, Author*, "Easy Green Organic," Exec. Prod., "Food Forward" on PBS

Martin Tobias, *CEO*, Bulletproof Labs

Charles Haston, *co-founder, CEO*, Rebel Labs

KJ Matthews, *Emmy Winning Journalist*, (CNN, ABC, CBS, FOX), *Moderator*

The Luncheon - *California Cannabis Forum, Additional Ticket*

12:15 PM - 1:45 PM - Herscher Hall - Guerin B

Native American Leadership in the Cannabis Industry

Tina Braithwaite, *former, Chairwoman*, Benton Paiute Tribe

David Vilapondo, *Executive Director*, Ilpay Nation, Santa Ysabel Tribal Cannabis Regulatory Agency and Interim Executive Director, California Native American Cannabis Association (CNAACA)

John Poss, *CEO*, GB Sciences

Cameron Keluche, *President and CEO*, Kelsie Biotech

Amanda Chicago Lewis, *Columnist*, Rolling Stone, *Moderator*

The Micro-Influencer/Branding Two-Day Intensive

12:00 – 1:45 PM, Herscher Hall, Guerin A, Webcast Live

The Luncheon Session

Do's & Don'ts of Influencer Marketing

Ashlie Daubert, *Director of Branded Content*, Collab, Inc.

Rebekah Radice, *Founder*, RadiantLA

Kathryn Vanderveen Drake, *Founder*, Createology

Tanya Bershady, *CEO*, CastingInfluence

Angie Hilem, *Influencer Marketing Manager*, MEMEBOX (@angiehilem), *Moderator*

12:30 PM - 1:45 PM

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

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

Darnell Brisco, *VP of Accounts*, Fullscreen

Lindsay Stewart, *founding CEO*, Stringr

George Leon, *Chief Strategy Officer*, Hawthorne

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

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

Parker Williams, *CEO/ Founding Partner*, Wheelhouse

Ceslie Armstrong, *CEO & executive producer*, NYTEX Productions LLC, *Moderator*

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

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

Karen M. Robson, *Partner*, Pryor Cashman
Tiffany Boyle, *President*, Ramo Law PC
Bruce Eisen, *founder and president*, The Law Offices of Bruce David Eisen
Gary Goldberger, *Law Offices*, Gary G. Goldberger
David Tenzer, *Entertainment Attorney, formerly Generate*, CAA
Michael Sid, *CEO, Mediamorph*, Moderator

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

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

Ethan Gilmore, *founder and CEO*, VARcrypt
Joe Mohen, *CEO*, Chimes
Alexie Vagner, *Founder*, YaYo
Enzo Villani, *Managing Partner*, Transform Group
Mark Blinder, *Founder*, Aikon
Mariana Danilovic, *Founder and Managing Director*, Hollywood Portfolio, Moderator

1:00 PM - 2:00 PM

Session I: Haas Conf. Center, Room 172-173

VR-AR/MR ThinkTank - The Deep Dive - Creative - Visionary Experiential Content and Technology

Kelsey Wong, *Experience Producer*, Magnopus™
Katja Rasi, *CEO and founder*, AR Video Booth
Evette Vargas, *Writer, Director, Producer*, Multiplatform and Virtual Reality Creator
Bastiaan den Braber, *President & COO*, SAMO
David Gull, *CEO*, Outer Realm
Eden Chen, *co-founder*, Fishermen Labs
Seth A. Schachner, *Managing Director*, Strat Americas, Moderator

Food Tech + Wellness Forum: Food Culture - Food Industry

1:00 PM – 1:45 PM

Track I: Ahmanson Hall, Live Webcast

The Farm to Table Transformation - The Food & Wellness Ecosystem - The Home - The Restaurant - The Institution

Wendy Coleman, *founder*, LA Urban Farms
Christian Titze, *Head of Brand & Marketing*, The Farm Project & Lettuce Grow
Melisa Nicola, *renown restaurateur, co-owner*, Nic's Beverly Hills, *President*, Culinary Arts Kids Eat (C.A.K.E.)
Ryland Engelhart, *Co-Founder*, Kiss The Ground & CIO, Cafe Gratitude
Mark Anderson, *CEO*, Farmer Mark
Mark Kapczynski, *President*, Storymill, Moderator

Track I: Herscher, Guerin C, Live Webcast

What to Eat - Wellness and Nutrition: A Transformative Palate - Paleo, Ketogenic and Whole30

Arasia Alkemia Earth, *Vegan Chef, Lifestyle Visionary, co-founder*, VitaEarth Foundation
Dr Ietef Vita, *The Vegan Chef & Rapper, co-founder*, VitaEarth Foundation

Laura Calleia, *Master Nutrition and Fitness Expert*
Nancy King, *Brand Strategist*, NewView Marketing, Moderator

2:00 - 2:45 PM

Track I: Ahmanson Hall, Live Webcast

Food Innovators, Disruptors & Influencers: The Industry Change Agents and Start-Up Pioneers

Sam Polk, *CEO*, Everytable
Ren Ostry, *founder*, Trashfish
Dhinakar S. Kompala, Ph.D., *Founder & CEO*, Sudhin Biopharma Co.
Lee Schneider, *Editor-In-Chief*, Red Cup Agency, podcast producer and author of Future of Food, Moderator

Track I: Herscher, Guerin C, Live Webcast

Food as Medicine: Food for the Body – Food for the Soul - Food as a Creative Experience

Serena Poon, *Nutritionist and Celebrated Chef*
Chef Debbie Lee, *Culinary Visionary and Author*
Richard Ayoub, *Executive Director*, Project Angel Food
Dr. Patricia Wynn Jones, *Expert in Epigenetics*
Dr. Philip Oubre, MD, *Oubre Medical*, Austin, TX, Moderator

California Cannabis Forum: Medical - Legislative - Lifestyle

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

Cannabis in California - Wellness Lifestyle and Programs for Innovation - from Foods to Massage Therapy and Relaxation

Jackie Rocco, *Business Development Manager*, West Hollywood City Council
Aaron Ramirez, *founder*, Bodywork by Aaron
Dan Braunstein, *founder*, Grassfed
Anna Duckworth, *co-founder & Editor-in-Chief*, Miss Grass
Brad Davis, *Product Category Manager*, Acorn Paper Cannabis Packaging (APCP), Moderator

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

#sponsored: How To Make Money Through Brand Sponsorships

Amanda Russell, *Entrepreneur, Marketing & Branding Strategist* (AmandaRussell on Youtube)
Marie Cravens, *Senior Account Manager*, Beach House PR (@melbatoastmarie)
Megan Niquette, *Influencer Marketing Professional*
Zack James (Yomama on Youtube)
Mike Prasad, *CEO*, Tinysponsor (@mikeprasad), Moderator

Sponsored by Women in Film and Digital Hollywood

2:15 PM - 5:00 PM, Haas Center, Room 172-173

Unlocking the Social Intelligence of Content

Hosted by Karene Jullien, *Corporate & Intellectual Property Attorney*

Track 1 (1st hour) - How to Utilize Online Data and Social Media to Obtain Financing

Track 2 (2nd hour) - How to Cultivate and Grow Online Data and Social Presence to Develop/Market a Project

Track 3 (Third Hour) What Do Online Data and Social Media Mean for Distribution

Alex Zeldin, *Co-Founder*, French Mustache
Ashley Rivard, *Writer/Comedian – Founder of*

@SomedayILLgetThere

Gerry Maravilla, *Head of Crowdfunding*, Seed&Spark
Lisa Cecchini, *V.P. of Media and Analytics*, Situation
Trea Lachowicz, *Transactional, Entertainment, and New Media Attorney*, Pierce Law Group LLP:
Viviana Zarragoitia, *Vice President*, Three Point Capital
Bora Eristurk, *Co-Founder*, Velocity
Isabelle LaRue, *Founder Engineer*, Your Space

2:15 PM - 3:30 PM

Track I: Haas Conference Center, Room 171

Internet TV Packages: Innovation in the Package – Innovation in the Technology – The One-Three Year OTT Outlook

Dan Goman, *Founder and CEO*, OwnZones
Thomas K. Arnold, *Publisher and Editorial Director*, Media Play News
Josette Bonte, *CSO*, CTM: Institute for Communication Technology Management, Marshall School, USC
Jack Davis, *co-founder and CEO*, Crypt TV
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 & Markiles, LLP
Jennifer Post, *Partner*, Thompson Coburn
Jason Scoggins, *President & COO*, Slated, Inc.
Brett M. Brown, *Managing Partner*, Dorado Peak (SFO)
Michael Leventhal, *Partner*, Holmes Weinberg, P.C.
Chris Ellis, *CEO*, Audio Cardio
Steven Masur, *Senior Partner*, MG+, 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 Exec. Producer*, Light Sail VR
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
Danilo Moura Silva, *VP Immersive Experiences*, EXPERIUS VR
Eduardo Yeh, *Co-Founder, CEO*, Selzv
Lindsey Doscher, *Associate Director of Client Solutions*, Trigger, Moderator

Food Tech + Wellness Forum: Food Culture - Food Industry

3:00 - 3:45 PM

Track I: Herscher Hall, Guerin C, Live Webcast

Food Entrepreneurs, Chef/Food Kit Delivery and Food App Services to the Consumer

Michael Joseph, *Co-Founder*, Green Chef Corporation (Organic Meal Kit Company - Purchased by HelloFresh)
Jennifer McInnis Fadel, *General Manager*, Bending Branch Winery, former, Award Winning Food Writer
Nicole Centeno, *Founder*, Splendid Spoon
Steven Voci, *Co-founder and Chief Business Officer*, Appetivo
Sri Sambangi, *co-founder*, Clorder Online Platform
David J. Whelan, *Co-Founder & Chief Operating Officer*, Rebel Labs Inc., Moderator

The Micro-Influencer/Branding Two-Day Intensive

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

What’s Next in Short-Form Video and Live Streaming

Dominique Buggs, *Creative strategist, artist and songwriter* (@itsdominiqueb)
Chris Saint (@saintpiercing)
Marina Leigh, *Beauty Influencer* (@uniquelymarina)
Mike Wann, *CEO*, Mobcrush
Michael J. Lambie, *Head of Product*, CreatorQ, Moderator

California Cannabis Forum: Medical - Legislative - Lifestyle

3:15 PM - 4:00 PM - Session A: Herscher Hall - Guerin B

Philanthropy and Cannabis: Aiding the Neediest in Medical Crisis and Social Justice

Adam Vine, *founder*, Cage Free Cannabis
Felicia Carbajal, *Latinos for Cannabis / CA Cannabis Advocates*
Lauren Estevez Esq., *Head of the Business & Regulatory group*, Margolin & Lawrence
Jennifer Lujan, *Director of Social Impact*, eaze, Moderator

3:50 PM - 5:00 PM

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

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

Alia J. Daniels, *Co-Founder and Chief Operating Officer*, Revry
Neil Davis, *Chief Business Officer*, uCast
Darren Cross, *COO*, Unreel Entertainment
Tai Greene, *founder and chairman*, MCMG
Ben Ganz, *President*, Vego Pictures
Hugh Hou, *co-founder*, CreatorUp
Jeffrey Stansfield, *President and CEO*, Advantage Video Systems, Moderator

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

Blockchain, Content Rights - Licensing and Technology Solutions in Media and Entertainment

Michael Alexander, *Strategy & Growth Initiatives*, IBM Global Telecommunications Industry
Jason Brooks, *Partner*, Altview Law Group, LLP.
Chris Parker, *CEO*, Story Data, LLC.
Robin Wilson, *Director*, RW TV
Bill Woods, *SVP*, MediaMorph, Moderator

4:00 PM - 5:00 PM

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

Innovating in VR-AR-Immersive Production**Ryan Moore**, CEO, Experience 360°**Jessie Kim**, Co-Founder & CEO, Prosper VR**BJ Schwartz**, co-founder, Vanishing Point Media**Daniel Kenyon**, Founder/CEO, Furious M**Anthony Jacobson**, Chief Operating Officer, SPACES**Lucas Kappaz**, Co-Founder and CRO, VR Americas**Larry Rosenthal**, President, Creative Director, CubeVR,
Moderator**4:00 - 4:45 PM**

Track I: Herscher Hall, Guerin C, Live Webcast

The Foodie Lifestyle: From Professional Influencer to Everyday Foodie Maven**Jayne Davidson**, Chief Marketing Officer/CoFounder LAeats**Ben Waters**, Eater-In-Chief, L.A. Foodie**Stephanie Kordan**, The Sensual Foodie®**Amanda Russell**, Chief Marketing Officer, Valeo Fit**Adam Rubenstein**, founder, Viva LA Foodies**Vivian Nweze**, TV Host + Producer, Foodie and Glam
Lifestyle Influencer, Moderator**4:00 - 4:45 PM**, Herscher Hall, Guerin A,
Webcast Live**Power in Numbers: The Value of Networking in Digital Media****Alex Hager** (@alexhager)**Jana Shaps**, Director of Digital Marketing,
Lucky Break PR**Jessica Spohr** (@jessicaspohr)**RKVC** (RKVCviews on Youtube)**Ron Cayanan****Cynthia Lieberman**, Moderator*California Cannabis Forum: Medical -
Legislative - Lifestyle***4:00 PM - 4:45 PM** - Session A: Herscher
Hall - Guerin B**End of Day Keynote****Dan Bilzerian**, founder, Ignite Cannabis Co., Social Media
Celebrity

One-on-One with:

Michael Miller, CannaBusiness host Dash Radio**5:00 - 6:15 PM** - Open to all attendees**End-of-Day Reception**, The Tent

Outdoor Area In Front of Herscher Hall