Digital Hollywood Fall
The Digital Future has Arrived!

**November 12-14, 2019**
Skirball Center, 2701 N Sepulveda Blvd, Los Angeles, CA 90049

**Tuesday, November 12th**

**10:00 AM - 10:55 AM**
Track I: Haas Center, Room 172-173, Webcast

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

Jade Sherman, VP, Digital Media, Abrams Artists Agency
Angela B. Turner, SVP, Affiliate & Consumer Marketing, Revolt Media

**11:10 AM - 12 Noon**

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

**Social Media and Social Change: Developing Ideas and Movements for a More Just World – Exploring the Possible!**

Lina Renzina, Leader, Creators for Good, The Ad Council
Donna Lamar, Global Executive Creative Director, Twitter
Zoe Katz, Director of Entertainment Philanthropy, WCPG

Marc Berkan, Executive Director, Organization for Social Media Safety

Carye Parker, CEO of Branding & Entertainment, Anthem Communication
Nancy Yoon, Founder of Asians in LA/CEO, Youniq Media, Moderator

**11:15 AM - 12:15 PM**

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

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

Scott Brown, VP of Ventures & Outreach, CableLabs/UpRamp

Seth Shapiro, CEO, AlphaNetworks

Gregory Bedrosian, Managing Partner & CEO, Drake Star Partners

Megan Jones, Attorney, Withers Bergman LLP

Larry Gerbrandy, principal, Media Valuation Partners, Moderator

**11:15 AM - 12:15 PM**

Track II: Ahmansson Hall

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

Shaine Griffin, Associate Commercials Strategist, SAG-AFTRA


Gergg Martin, Actor/Content Creator

Brendan Kane, Author, Best Selling Book, “One Million Followers”

YiZhou, Influencer, Actor, Director & Founder, Global Intuition

David Bloom, Columnist/Contributor, TVRev / Tubefilter / Forbes, Moderator

**11:05 AM - 11:55 AM**

Herscher, 3rd Floor, Room 303-304

**Streaming, OTT & Indie TV - The Gateway to Hollywood Content - Phones, 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.

**11:05 AM - 11:55 AM**

**Session I: Herscher A, in Herscher Hall, Webcast**

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

Darrell Miller, Chair, Entertainment Department, Fox Rothschild LLP
Brian Beckmann, CFO, Arclight Films
Jeanette B. Millo, Producer / Executive Producer, Alliance Cinema
Stephen P. Jarchow, Chairman, Here Media
Dominique Telson, SVP of Development and Production, Astute Films LLC
Justin Hochberg, CEO, Just Entertainment

Adrian Alperovich, Chief Operating Officer, MWM Studios, Moderator

**11:15 AM - 12:15 PM**

Herscher, 3rd Floor, Room 303-304

**AR to XR - The Explosive Impact of XR to Retail, Entertainment, Sports, and Marketing – Use Cases and More**

Raffaella Camera, Global Head of Innovation & Market Strategy, Accenture Extended Reality

Olivier Koelemij, Managing Director, MediaMonks L.A.
Nigel Tierney, Head of Content, Verizon/ROVY

Silke Meixner, Partner, Digital business strategy, IBM Global business

Moderator - Bill Newell, CEO, North South Studios LLC

**11:10 AM - 12 Noon**

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

**The “We Teachers Program”: Supporting Teachers – Empowering Students**

Dr. Jacqueline Sanderlin, Education Consultant, CEO/Founder, Why Not Incubator

Sonja Delafosse, Senior Manager, Educator Programs, Microsoft

Sarah Zurbuchen, National Market Director, WE Schools

Moderator, Adam Parker Goldberg, Flipgrid Creative Strategic Engagement, Flipgrid, Microsoft

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Tuesday, November 12th

Session II: Herscher Hall, Guerin C, Webcast

Farm to Table Transformation - The Food & Wellness Ecosystem - The Home - Restaurant - Institution
Andrew Blume, co-founder, inHouse Produce
Melissa Nicola, renoun restaurateur, co-owner, Nic's Beverly Hills, President, Culinary Arts Kids Eat (C.A.K.E.)
Elizabeth Bowman, Director, Farmers’ Market Operations, SEE-LA - Sustainable Economic Enterprises of Los Angeles
Mark Anderson, CEO, Farmer Mark
Sabrina Williams, CEO, SEEd
Nicole Landers, co-founder, Community Healing Gardens (CHG)
Susan Hayner, Eco-Food Specialist, 360 Degree Communications, Moderator

12:05 PM – 1:00 PM Herscher Hall, 3rd Floor, #303-304

The Next Generation of AR/MR-Transforming Digital Interactions; Content, Devices, Platforms
Clay Weishaar, Creative Director, Unit 9
Ariella Lehrer, Ph.D., President, HitPoint Studios
Christine Lawton, Partner, NOLAN HEIMANN LLP
Megan Lubaszka, Regional Creative Media Leader, Gensler
Barry Sandrew, Executive Producer, AR Studios a Division of NexTech AR Solutions and Founder; Legend3D
Nancy King, Brand Strategist, NewView Marketing, Moderator

12:15 PM - 1 PM

Session I: Herscher Hall, Guerin B, Webcast

Inspiration Workshop – Freedom to Write – Let’s Get Going - Educators Meet Hollywood Professionals
Stephen Galloway, Executive Editor, The Hollywood Reporter
Michelle Franke, Executive Director, PEN America Los Angeles
Meredith Scott Lynn, Founder and CEO, WRITE BRAIN
Michael Son, Editor-in-Chief, Tapas
Winston Perez, founder, Concept Modeling
Natacha Rousseau, Founder, DiplomatIQ.io, Moderator

1:00 PM - 2:00 PM

Track I: Haas Conference Center, Room 172-173, Live Webcast
Creative Data: How Hollywood Uses Data to Make Creative Decisions for Movies, Television and Streaming
Tania Yuki, CEO, Shareable
Jeff Rosenfeld, SVP of Product and Technology, Music Audience Exchange
Talin Koutnouyan, Director, Research & Analytics; Influential
Brooke Hennon, Senior Director Customer Success, CreatorIQ
Derek Forbes, Founder & CEO, Stardust
Marc Karzen, CEO, RelishMIX, Moderator

Track II: Haas Conference Center, Room 171

Esports – Fantasy Sports – Sports Gambling – VR/AR Games - Analytic Driven Real-Time Games
Christian Volk, Director eFootball & Gaming, Digital Transformation & Innovation Division, FIFA
Gayle Dickie, Founder & CEO, Gamer World News Entertainment
J.R. McCabe, Chief Digital Officer of Poker Central, PokerGO and ESP Gaming
Arabian Prince, Founder/Chief Innovator, Inov8 Next Open Labs & Co-Founder, N.W.A.
Steve Bradbury, President & Chief Coach, Deep Sports, Moderator

1:15 PM - 2 PM

Session I: Herscher Hall, Guerin B, Webcast Live

Beth Kearns, Venture Partner, Touchdown Ventures
Sonja Delafosse, Senior Manager, Educator Programs, Microsoft
Barbara Bickham, CTO, Managing Director, Women’s Innovation Fund
Nam McGrail, Senior Vice President of Partnership Activation, LA Kings (NHL)
Valeria Velazquez-Duenas, Senior Manager, SEE-LA - Sustainable Economic Enterprises of Los Angeles
Hanna Bolte, Chair, Entertainment & Sports section, PRSA, Moderator

Session II: Herscher Hall, Guerin C

Music, Film, the Arts and Sports!
The Foundation of Education
Frank Gutierrez, Program Director, Mobile Film Classroom
Sergio Cuculiza, Executive Director and co-founder, Beautify Earth; Founder, Beautify Education
Johnathan Franklin, Manager of Community Affairs and Engagement, Los Angeles Rams
Nadine Levitt, CEO and founder, WURLYedu
Shannon McLemore, Actor, Writer, Producer, and Educator
Mel Johnson, Senior Program Associate, LA County Department of Arts and Culture
Victoria Lanier, Executive Director, Education Through Music-Los Angeles, Moderator

1:15 PM - 2:15 PM

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

The Power of YouTube & SuperStar Apps: Unlocking the Power of Brands, Programming, and Monetization
Jenny Weiner, VP of Brand Partnerships, Fullscreen
Christopher Rudy, Chief Strategy Officer and co-founder, Cut.com
Chad Nelson, Chief Creative Director, TopGolf Media
Tina Walsh, VP, Content Strategy, Tongal
Glenn Ginsburg, SVP of Global Partnerships, QYOU Media
Jonathan Skogmo, CEO, Jukin Media
Greg Kampanis, Senior Vice President & General Manager, Digital, Omnia Media, Moderator
1:30 PM - 2:20 PM
Track I: Almanson Hall
Food as Medicine: Food for the Body – Food for the Soul - Food as a Creative Experience
Jeff Witzeman, writer/producer/director, “Cancer Can Be Killed”
Julie Ward, Plant-Based Nutritionist, Fresh Food Alchemy
Ryan Rondenio, Legendary Master Chef and Sustainable Cuisine Advocate
Lindsay Kinder, Founder, FOOD LA LA
Dr. Rahi, M.D., Dr. Raheleh Sarbaziha, 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
Don Handfield, CEO/President, Motor, Producer, “The Founder” & “Kill The Messenger”
Tim Zajaros, Producer and Co-Founder, Armory Films, Producer, “The Peanut Butter Falcon” & "Arctic"
Catherine Clinch, TV Writer, TV veteran, Hunter, Jake & The Fat Man, Knight Rider, Love Boat, Hart to Hart, Moderator

2:15 PM - 3 PM
Session I: Herscher Hall, Guerin B, Webcast
Innovation, Partnerships & Investment in Education - STEM/STEAM Programs on the Leading Edge
Todd Johnson, President and Chief Executive Officer, Beverly Hills Chamber of Commerce
Tim Greenleaf, President & Chairman of the Board, BOY SCOUTS OF AMERICA
Chris Baccus, M.Ed., Co-Founder, Limitless Stem Initiative
Warren Holden, Chief Executive Officer, Clesports Academy
Derek Steele, Asst. Director of Operations & Finance, Social Justice Learning Institute
Bryce Fluellen, Community Impact Director/Chef, American Heart Association, Moderator

2:30 PM - 3:30 PM
Track I: Herscher Hall, Guerin C, C
Women on the Creative Edge: From Film & TV to Innovative Lifestyle & Technology: Experiences in a Changing Landscape
Terry Hurlbut, Vice President and Executive Editor, ABC News Digital
Tanya Frederick, Producer, Director, Actress, and Activist
Dr. Fiorella Terenzi, Astrophysicist, Author, Musician and FIU CASE Board Member
Shelley Andangan, Director, Game Studio Relations & Executive Producer, Qualcomm Technologies, Inc.
Merle Ginsberg, Fashion Editor, TV Personality, Journalist, Moderator

2:40 PM - 3:40 PM
Track I: Herscher Hall. 3rd Floor, Rm. 303-304
The Content Development & Financing Workshop - Film – TV – Indie Production
Jim Milio, Producer/Executive Producer of Motion Pictures and Television Programming
Melanie Capacia Johnson, co-founder & Managing Partner, Tiny Horse
Elizabeth Blake-Thomas, Director/Writer
Doug Shinsato, CEO, Heyou Media
Tobias Queisser, co-founder & CEO, Cinelytic
Karen M. Robson, Partner, Pryor Cashman, Moderator

2:45 PM - 3:45 PM
Track II: Almanson Hall
Food Innovators, Disruptors & Influencers: The Industry Change Agents and Start-Up Pioneers
Elina Fuhrman, founder, CEO + Chef, Soupelina
Poull Brien, Partner/co-founder, Wild Fish Direct
David J. Whelan, Co-Founder & Chief Operating Officer, Rebel Labs Inc.
Alex Canter, CEO, Ordermark
Clayton Wood, CEO, Picnic
Perrin Davidson, Publisher, LAcats, Moderator

3:15 PM - 4 PM
Session I: Herscher Hall, Guerin B, Webcast
Movies, TV, Technology & Music that Matter: Meet the Educators – A Creativity Exchange
Moderator, Armine Kourouyan, MPH Senior Project Manager, Hollywood, Health & Society, USC Annenberg Norman Lear Center
Shish Aikat, co-founder and Head of Global Learning, John Hughes Institute & Head of Global Learning, Tau Films
Eva Bitar, Motion Picture and Television Manager, City of Los Angeles
Akira Nakano, Founder and President, Los Angeles Inception Orchestra
Tantoo Cardinal, Award-Winning Métis/First Nations Actress
Scilla Andreen, CEO & Co-Founder IndieFlix Group Inc.

3:45 PM - 5:00 PM
Track I: Haas Conference Center - Room 172 & 173, Webcast
Brand Partnerships in Sports - Wellness - Celebrity - Strategies with Media - Entertainment - Technology Partners
Beckley Mason, Executive Director Brand Partnerships, Bleacher Report
Autumn Nazarian, Senior Vice President Content+ // Sponsorship & Partnerships, Mindshare
Nam McGrail, Senior Vice President of Partnership Activation, LA Kings (NHL)
Armando Yee Jr., Producer/Director, FOX Sports
Henry Watson, Vice President, Distribution and Partnership Marketing, Pac-12 Networks
Mark Kapczynski, President, Storymill, Moderator
Wednesday, November 13th
9:00 AM - 10:15 AM, Open to All Attendees
Track I: Breakfast Roundtable: Herscher - Guerin B, Webcast
Women Leadership in Cannabis: Medical - Science - Leisure - Technology
Host: Simone Cimiluca-Radzins, co-founder, Kadin's List
Lori Ajax, Chief of Bureau of Cannabis Control, State of California
Sara Lasner, Director of Community Affairs, Eaze
Whitney Beatty, Founder/Chief Executive Officer, Apothecary Brands, Inc.
Jazmin Aguilar, President, The Working Group

9:15 AM - 10:15 AM
Track I: Herscher Hall, 3rd Fl, Room 303-304
The Internet, OTT, Media and the Hollywood Connection - Programming, Content & Advertising
Neil Ishibashi, Director of Design Development, Fandango
Damian Pellicone, CEO, REVRY
Joy Tang, CEO and founder, Markable.ai
Scott Kramer, Digital Video Producer and Executive
George Leon, Chief Strategy Officer, Hawthorne
Darren Cross, COO, Unreel Entertainment
Nicholas Galante, VP of Media and Growth, Direct Agents
David Leibowitz, Managing Partner, CH Potomac, Moderator

Funding, Start-ups & Angels - Financing the Entertainment, Tech, Wellness & Sports Industries
Jen Rudolph, founder, The Actor’s Greenroom
Brian Herskowitz, CCO, Horror Equity Fund
Nicholas Tana, CEO, Smart Media
Keith Newman, Mentor, Nasdaq Entrepreneurial Center
Sydney Armani, President and CEO, Fintech World Group
Gene Massey, Chairman/CEO, MediaShares.com, Moderator

PRSA - The Intersections Conference (Day-Long Event)
Interactive Neuro-technology demos
9:30 AM – 10:30 AM, Ahmanson Hall
The Secret Formula Behind High-Conversion Communication: Neuropsychological Engagement
Elizabeth Edwards, Founder, Volume PR

10:00 AM – 11:00 AM
Session I: Haas Center, Room 172-173
Dr. Pamela Rutledge, Director of the Media Psychology Research Center, Fielding Graduate University
Dorote Weyers-Lucci, ITP Foundation, Assistant Professor, Sofia U
Jerri Lynn Hogg PhD, Director, Media Psychology Graduate Program, Fielding Graduate University, Moderator
10:30 AM - 11:15 AM
Session I: Guerin B, in Herscher Hall, Webcast

**The Cannabis Wellness Culture: A Lifestyle of Innovation - Healing, Beauty and Relaxation to Massage Therapy**

Dean Waters, CEO, FLOWERTOWN
Alasdair Lennox, Executive Creative Director, FITCH
Ms Kindness B. Ramirez, MA.Ed., Founder/CEO, Club Kindness and Elixirs by Kindness
Marty Perlmutter, President, Multisensory Interactive Learning Institute (MILI), Moderator

**PRSA - The Intersections Conference** (Day-Land Event)

10:45 AM - 11:45 AM, Ahmanson Hall

**A Larger Slice of the Pie: Using Neuro-Technology to Decode Human Behavior**

Dr. Brendan Murray, Vice President, Client Services, iMotions A/S (formerly with Nielsen Consumer Neuroscience and Harvard University)

10:45 AM – 11:45 AM
Track I: Herscher Hall, Guerin C, Live Webcast

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

Hannah E. Taylor, Partner, Advertising, Marketing, & Public Relations Group, Frankfurt Kurnit Klein & Selz PC
Vanessa Flaherty, partner and SVP, DBA
Kirstin Benson, VP of Global Entertainment, Getty Images
Amber Raspberry Mayo, founder, WYD
Jenn Fink, Director Digital & Social Strategy, GLOW
Julia Moonves, Vice President of Sales & Business Development, pocket.watch
Andrew Solimssen, President, California, Wunderman Thompson, Moderator

Track II: Herscher Hall, Room 202

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

Mike Gabrawy, Chief Creative Officer, Arclight Films
Bob Emmer, Co-Chief Executive Officer & Co-Founder, Shout! Factory
Jonathan Schwartz, CCO, New Dimension
Kevin Kasha, Co-Founder; Three Bridges Entertainment
Michael Rosenberg, Untitled Entertainment
John Kim, President, Deep C Digital
Seth M Willenson, President, Seth Willenson, Inc., Moderator

Track III: Haas Conference Center - Room 171

**Living the Life: Entrepreneurs, Lifestyle Innovators and Disrupters**

Kelly Bayett, Co-Founder & Creative Director, Barking Owl
Jilly Iuen, co-founder and CEO, Frank Collective
Michelle Wong, President, Dailey LA
Stefanie Nissen, founder, TRVL Porter
William Rassman, CFP®, Founder, Wealth Thought Out
Tess Cacciatore, CEO, Global Women’s Empowerment Network (Gwen)
Joleen Hughes, Founder & Principal, Hughes Media Law Group, Moderator

11:15 AM - 12:15 PM

Haas Conference Center, Room 172-173

**The China - Entertainment Industry Roundtable: A Discussion with China Experts - Investment, Joint Ventures, and Productions**

Jesse J. Weiner, Of Counsel, Yingke Law Firm
Bennett Pozil, Executive Vice President, East West Bank
Lora Y. Chen, President, IQica, Inc.
Larry Namer, President/CEO, Metan Global Entertainment Group
Yan Cui, Producer/Designer
Gary Kho, Partner, XBG Consulting, Moderator

11:15 AM - 12:15 PM

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

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

Ariel Rubin, co-Founder, The Wild Optimists
Dan Rutstein, President, Laduma
Natascha French, Chief Marketing Officer, VNTANA
Cynthia Feemster, Creative Lead, Advanced Advertising Innovation Products, Viacom
Barry Sandrew, Executive Producer, AR studios a Division of NexTech AR Solutions and Founder, Legend5D
Grant Ogburn, Head Of Client Services, Tiltsift Agency, Publicis Groupe
Ted Cohen, Managing Partner, TAG Strategic Ilc, Moderator

**CSU Media Arts Festival, Open to All Attendees**

11:30 AM - 5:00 PM, Magrini Auditorium

**Finalist Screening and Awards Ceremony**

California Cannabis Forum: Medical - Wellness - Lifestyle

11:30 AM - 12:15 PM

Session I: Guerin B, Herscher Hall, Webcast

**The Science of Medical Cannabis: Matching Strains, Potency and Dosage to Specific Diseases and Disorders**

Tim Blake, Founder and Producer, The Emerald Cup
Sundarajan Mutialu, Chief Technology Officer and Co-CEO, AZENTIVE
Cameron Keluche, President and CEO, KelSie Biotech
Matthew Nordgren, CEO and Founder, ARCADIAN Fund and ARCADIAN Capital Management
John H. Powers, PhD, MBA, CEO and President, RXRemedies
David C. Traub, Co-Founder, Epiphany Film Fund, Moderator

Noon – 12:45 PM

Session I: Guerin A, Herscher Hall, Webcast

**Influencer Brand Building Workshop: Finding Your Voice and Design a Strategy to Create the Right Content**

Amanda Marzolf, Agent, Abrams Artists Agency
Ben Ganz, President, Vego Pictures
Marissa Meizz, @MarissaMeizz
Jessica Lee, @the_jessica_lee
Moderator - Marsha Collier, Marketing Futurist & Radio Host, President, The Collier Company (@marshacollier)
Tuesday November 12th

10:30 AM - 12:00 PM
Track II: Herscher Hall, 2nd Fl., Room 202
Women & Original Content: From Film/TV, Internet Video and Influencer Campaigns to Games
Jourdan Guyton, co-creator/Director, “Two Grown”, A BET Digital Original
Mira Crisp, former, Creative Director, Ayzenberg Group
Katie Koebritz, Head of Independent Content, apparentlyajack, (Producer, Galveston)
Gwen Miller, VP of Content Strategy, Kin Community
Giovanni Espiritu, Nominated, Best Supporting Actress, MethodFest, Board of Director, C.O.R.A.
Marlene Sharp, Director, Production, LEVEL-5 abby
Katharina Baron, Founder & Owner, House of Baron, Moderator

12:30 PM - 2:00 PM - Herscher, Guerin B
The Cannabis Luncheon
Cannabis Injustice and Social Equity: From Schedule I to Addressing the Human Cost of Prohibition and Criminalization
Senator Steven Bradford, California State Senate
Steve DeAngelo, Chairman Emeritus, Harborside
Courtney Eder, President, Shelf Life Distributing
Al Harrington, Founder, Viola Inc., former NBA Star
Katrina Rosseini, founder, BlurtTv
David Welch, Attorney, D1R Welch

Wednesday November 13th

12:30 PM - 1:00 PM, Ahmanson Hall
Technology Panel Topic: AI & Machine Learning in Communication - Steroids or Replacements for Human Brains?
Natasha Kennedy, TRUE Global Intelligence, FleishmanHillard
Lucas Doub, Enterprise Agency Director, Signal AI
Todd Grossman, CEO Americas, Talkwalker
Dr. Brendan Murray, Vice President, Client Services, iMotions A/S
Moderator, Elizabeth Edwards, Volume PR

12:30 PM - 1:30 PM
Track I: Herscher Hall, 3rd Floor, Room 303-304
Hollywood - The Disruption: The OTT Multiscreen Experience Goes Mainstream
Colby Smith, Senior Vice President and General Manager, ABC News Digital and Live Streaming, Disney DTCI
Chris Carey, Chief Revenue Officer and Managing Director for the Americas, IYUNO Media Group
Matthew Van Houten, Vice President, Advertising Product Development, AT&T’s Xandr
Robert Rodriguez, CEO, Natcom
Joerg Bachmaier, SVP, Head of Premium Studios, Rooster Teeth/ Warner Bros
Matt Smith, Executive Director, Business Development & Strategy, Comcast Technology Solutions
Terry S. Bienstock, CEO, Mobilactive Media, LLC., Moderator

1:00 – 1:45 PM
Session I: Herscher Hall, Guerin A, Webcast
How To Diversify Influencer Revenues
Diego Vargas, CEO, GOAT Marketing (@diegovargas)
Kasia Szarek, Casting Director, Harlowe Casting (@kasia)
Megan Niquette, Creator Partnerships Coordinator, IPSY
Alex Hager, (@alexhager)
Moderator - Mike Prasad, CEO, Tinysponsor (@mikeprasad)

1:50 PM – 2:40 PM
Session I: - Haas Conference Center - Room 172 & 173
The Immersive Media Think Tank: AR-VR-MR - The Expanding Vision of an Industry
Christina Lee Storm, Vice President of Business Operations, Strategy, & Emerging Technology, Advanced Creative Technology, DreamWorks Animation
Laura Hertzfeld, XR Partnerships, Yahoo News/Verizon Media Group
Patrick Costello, Senior Director of Business Development, Qualcomm
Diego Prilusky, Head of Intel Studios, Los Angeles, USA
Philip Lelyveld, VR/AR Program Manager, USC Entertainment Technology Center
Julian Sarmiento, Chief Creative Officer (CCO), Iconic Engine by Digital Domain
Ted Schilowitz, Futurist in Residence, Paramount Pictures
Peter Csathy, Founder & Chairman, CREATV Media, Moderator
The Micro-Influencer/Branding Two-Day Intensive
2:00 PM - 2:45 PM
Session I: Herscher Hall, Guerin A, Webcast
Instagram: A Deep Dive
Austin Hare, (@austinhare)
Donnoven Nguyen, (@donnoven)
Robert Palmer Watkins, (@robertpalmer-watkins)
Sara Mills, (@saraontheinternet)
Serena Laurel, (@serenatularell)
Moderator - Alex Hager, Tinysponsor, (@alexhager)

1:00 – 1:45 PM
Session I: Herscher Hall, Guerin A, Webcast
How To Diversify Influencer Revenues
Diego Vargas, CEO, GOAT Marketing (@diegovargas)
Kasia Szarek, Casting Director, Harlowe Casting (@kasia)
Megan Niquette, Creator Partnerships Coordinator, IPSY
Alex Hager, (@alexhager)
Moderator - Mike Prasad, CEO, Tinysponsor (@mikeprasad)

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Laura Hertzfeld, XR Partnerships, Yahoo News/Verizon Media Group
Patrick Costello, Senior Director of Business Development, Qualcomm
Diego Prilusky, Head of Intel Studios, Los Angeles, USA
Philip Lelyveld, VR/AR Program Manager, USC Entertainment Technology Center
Julian Sarmiento, Chief Creative Officer (CCO), Iconic Engine by Digital Domain
Ted Schilowitz, Futurist in Residence, Paramount Pictures
Peter Csathy, Founder & Chairman, CREATV Media, Moderator
The Micro-Influencer/Branding Two-Day Intensive
2:00 PM - 2:45 PM
Session I: Herscher Hall, Guerin A, Webcast
Instagram: A Deep Dive
Austin Hare, (@austinhare)
Donnoven Nguyen, (@donnoven)
Robert Palmer Watkins, (@robertpalmer-watkins)
Sara Mills, (@saraontheinternet)
Serena Laurel, (@serenatularell)
Moderator - Alex Hager, Tinysponsor, (@alexhager)

PRSA - The Intersections Conference (Day-Long Event)
2:00 PM – 3:00 PM, Ahmanson Hall
Communications Driving Culture: Three Defining Communications and Activation Campaigns in Entertainment, Sports and eSports
Tiffany Shinn, Amazon Prime Video (EMMYs 2019/The Marvelous Mrs. Maisel)
Freddie Georges, Founder/CEO, FGPG (Fortnite live event)
Shakeemah Simmons-Winter, ESPN (Little League World Series, NBA, MLB)
Moderator: Michael Klastorin, ICG Publicist (“Office Space,” “Zombieland”), Author (Back the the Future: The Ultimate Visual History)
2:00 PM - 2:45 PM
Session I: Haas Conference Center, Room 171
The Wellness Entrepreneur – Beauty – Fitness – Food – Fashion – Media - Tech

Courtney Casgraux, Founder, GBY BEAUTY
Kendra Studdert, co-Founder, GBY BEAUTY
Ishmael Mayhew, founder, Savish
Rob Jacobs, co-founder and Chief UnSitter, UnSitt
Ken Rosenblood, CEO and Founder, obVus Solutions
KJ Matthews, Emmy Winning Journalist, (CNN, ABC, CBS, FOX), Moderator

California Cannabis Forum: Medical - Wellness - Lifestyle

2:00 PM - 2:45 PM
Session I: Guerin B, in Herscher Hall, Webcast
The Cannabis Legal Barometer – FDA Rulings – Hemp – CBDs – Banking and Local

Jackie Rocco, Business Development Manager, West Hollywood City Council
Bruce Margolin, Director, Los Angeles Chapter, NORML, National Organization for the Reform of Marijuana Law

California Cannabis Forum: Medical - Wellness - Lifestyle

2:15 PM - 3:30 PM
Track I: Herscher Hall, Guerin C, Live Webcast
The Future of Brand Partnerships and Influencer Marketing

Jen Garcia Allen, Head of Editorial & Programming, Whalerock Industries
Simon Kelly, Co-CEO and Chief Enthusiasm Officer, Story Worldwide
Ron Bloom, CEO, Reach TV
Sybil Grieb, former, US Head of Influencer Strategy, Edelman
Corey Weiss, Head of Business Development, ipsy
Moderator - Mark Kapczynski, President, Storymill

Track II: Herscher Hall, 2nd Floor, Room 202
Content Strategies in Hollywood: TV - Film - Internet - Branding & Influencers

JR Griffin, Vice President, Digital Marketing & Business Development, FremantleMedia North America
Jim Jermanok, Award-Winning Writer, Director, Producer
Leslie Grandy, Advisor, Heyou Media
Glenn Bartlett, VP Creative, Creative Center, Sony Pictures Television
Jason Brooks, Founding Partner, AllView Law Group, LLP
Elsa Ramo, founder, 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

Nichelle S. Carr, Lead Producer, West City One Studios
Emilienne Gray, EVP of Original Content & Programming,
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**
Evelyne Ouellet, CEO, SAFIRA, a Cirque du Soleil company
Brittani Kagan, Head of Talent, Portal A
Raphael Leopold, Founder/Executive Producer, Rodeo Show
Alice Aoki, Actress, Founder & CEO, Aoki Entertainment
Greg Harrison, Executive Creative Director, MOCEAN
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**
Tanya Wright, SAG Award Winner, Orange is the New Black; HBO’s True Blood
Wendy Sweetmore, Executive Producer, Dreamtime Entertainment (former Senior Exec. MGM/Mark Burnett Productions)
Marina Grasic, Co-Managing Partner, Oakhurst Entertainment
Denise Muyco, co-founder and CEO, StatusCore, Moderator
Speakers to be announced

4:00 PM – 5:00 PM
Session I: Herscher Hall, 3rd Floor, 303-304
**Exploring the Language and Artistry of VR-MR-AR in the Cinematic Experience**
Dane Smith, Vice President, THE THIRD FLOOR, INC.
Jerri Lynn Hogg PhD., Director, Media Psychology Graduate Program, Fielding Graduate University
Andrew Shulkind, Director of Content Innovation & Creative Technologies, The Madison Square Garden Company, Sphere
Johannes Saan, Senior Creative Developer, Framestore
Stephen Powers, COO, Wisdome.LA
Anna Marie Piersimoni, Instructor, Department of Cinema and Television Arts, CSU, Northridge, Moderator

California Cannabis Forum: Medical - Wellness - Lifestyle
4:00 PM – 4:45 PM
Guerin B, in Herscher Hall, Webcast

**The Women Cannabis Entrepreneur – Wellness – Scientist – Activist – Personality**
Erin Gore, Founder, Garden Society
Madison Margolin, cofounder, DoubleBlind - Freelance Writer, Rolling Stone & Vice Media
Courtney Dorne, President, Vertical Brands
Elisabeth Baron, Chief Marketing Officer, Stizzy
Nicole Fox, RD & MPH, founder & CEO, Aeon Botanika
Brooke Burgstahler, Actress, Comedian, On-Camera Host and Producer from Everywhere, U.S.A., Moderator

**The Micro-Influencer/Branding Two-Day Intensive**
4:00 PM - 4:45 PM, Webcast
Session I: Herscher Hall, Guerin A
**TikTok: The Explosive Nature Behind the Viral Video App**
Christine Barger, (@christinebarger)
Jack Jerry, (@jackjerry)
Kelianne Stankus, (TT: @keliannestankus)
Marina Leigh, (TT: @marinaleigh)
Moderator - Alex Hager, Tiny sponsor, (@alexhager)

4:45 PM - 6:00 PM, Open to all attendees
**End-of-Day Reception** – Tent Area
Outdoor Area In Front of Ahmanson Hall - Herscher Hall

**Thursday, November 14th**
9:00 AM - 11:15 AM - Ahmanson 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

**The Podcasting Forum: Day-Long Event**
9:30 AM - 10:00 AM:
Breakfast, Food is Served
10:00 AM - 11:00 AM
Session I: Herscher Hall, Guerin B, Webcast Live
**Podcasting in Hollywood: Leadership in the Industry: Content - Distribution - Advertising**
Jen Sargent, Chief Operating Officer, Wondery
Tyler Moody, V.P./G.M., WarnerMedia Podcast Network, WarnerMedia
Conal Byrne, President, iHeartPodcast Network, iHeartMedia
Herb Scannell, President And Chief Executive Officer, Southern California Public Radio
N’Jeri Eaton, Director of Programming & New Audience, NPR
Brad Mielke, Host, ABC News’ ‘Start Here’, Moderator

10:15 AM – 11:15 AM
Session I: Haas Conf. Gr. - Rm. 172 & 173
**Funding and Business Development in ICOs, Blockchain, AR/VR, AI and Immersion**
Rob Vickery, Co-Founder and Partner, Stage Venture Partners
Morgan Steckler, Co-Founder, iTrustCapital
Vincent Favarat, Founder, Scale-Up Factory
Benjamin Tsai, President & Managing Partner, Wave Financial Group and Co-Founder & CFO, LA Blockchain Lab
Max Brody, Founder and CEO, Cent
Helen Sartory, Head of Growth, The Rattle
Marina Danilovic, Founder and Managing Director, Hollywood Portfolio, Moderator
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
Frank Chindamo, President & Chief Creative Officer, Fun Little Movies
Kim L. Hurwitz, Chief Marketing Officer, FITE
Alia J. Daniels, Esq., Co-Founder & COO, Revry
Gene Pao, Senior Vice President, Digital Enterprises, Shout! Factory
Charles Dalaklis, President & CEO, Dalaklis Media Enterprises
David B. Williams, GM/SVP of Channels, pocket.watch
James M. Burger, Partner, Thompson Coburn LLP, Moderator

10:45 AM - 11:45 AM
Track II: Herscher Hall, Guerin A, Webcast Live
Entrepreneurs: Start-Up Tips Including Branding and Influencer Marketing
Leah Caplanis, founder and CEO, Social Sparkling Sake
@SocialSparkling
Erin Kapczynski, EVP Marketing, Kontrol Media, @ErinK217
Ronjini Joshua, CEO, The Silver Telegram, a media-focused PR Agency @RonjiniM
DMV, President, Planet DMA @planetdma
Linda Sherman, Managing Editor, Boomer Tech Talk, @LindaSherman, Moderator

11:00 AM - 11:50 AM, Herscher Hall, 3rd Fl., Room 305
Piracy, Privacy, PII, IP: Why it is Important to You
Rob Holmes, Founder & CEO, IPCybercrime
Daniel Rozansky, Partner, Stubbs Alderton & Markiles, LLP
Stan Stahl, Ph.D., President, SecureTheVillage and President, Citadel Information Group
M.F. (Michele) Fogel, Founder and CEO, Your Moral Compass Counts, LLC, Moderator

Morning Break

The Podcasting Forum: Day-Long Event
11:15 AM - 12 Noon
Session I: Herscher Hall, Guerin B, Webcast Live
Podcast Leadership: The Industry Visionaries
Peter Morris, CEO, PodcastOne and LaunchpadDM
Rob Greenlee, VP, Content and Partnerships, Libsyn
Leslie Merklinger, Senior Director, Audio Innovation, CBC Radio & Audio
Chris Bannon, Chief Content Officer, Stitcher
Todd Cochrane, CEO, Blubrry
Clint Schaff, Vice President of Strategy and Development, Los Angeles Times, (Dirty John podcast), 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
Nicole Meighan, Qualitative Analyst, Magid
Demetrio Cuzzocrea, Partner + CIO, Hourglass Technologies
Michael McGar, President, QuantumERA
Taylor Patchen, Account Manager, Trigger Global, The Mixed
Reality Agency®
James Giglio, CEO and Founder, MVP Interactive
Cynthia Lieberman, Marketing and Media Strategist, LieberComm, Moderator

11:30 AM - 12:30 PM - Herscher Hall - Guerin C
On the Forefront of Medical Cannabis Innovation: The Struggles & Triumphs in Transforming “The Wellness Industry”
Kim Barker, VP of Sales and Marketing, CannaKids
Robert Schubring, Co-Founder, Give a Pain a Voice
Dr. Robb Flannery, CEO, Dr. Robb Farms
Dr. Paula Shore, Medical Cannabis/Family Medicine Specialist
David C. Traub, Co-Founder, Epiphany Film Fund, Moderator

11:30 AM - 12:45 PM - Ahmanson Hall
Our Space Future: A Five-Year Moon and Mars Strategy and the K-12 Space Education Adventure
Z. Nagin Cox, Tactical Mission Lead: Curiosity Rover Flight Team, NASA Jet Propulsion Laboratory
Ben Dickow, President and Executive Director, Columbia Memorial Space Center
Rod Pyle, Author, Journalist, and Editor-In-Chief, Ad Astra magazine, National Space Society
Marty Perlmuter, President, Multisensory Interactive Learning Institute (MILI), Moderator

Noon - 1:00 PM - Women’s International Music Network
Session II: Haas Center - Room 171
How To Reach Diverse Audiences Across The Entertainment Industry
Tema I. Staig, Executive Director, Women In Media
De Ivett, CEO, Founder, 5D Spectrum
Irina Shames, Chief Revenue Officer, Obsesh
Katheryne KTEE Thomas, Filmmaker and CEO, In Ohm Entertainment
Lisa Margolis, former Senior Vice President Chief Music Counsel & Business Affairs, Warner Bros. Entertainment, Moderator

The Micro-Influencer Track
12:00 – 12:45 PM, Herscher Hall, Guerin A, Webcast
The Luncheon Keynote
Fireside Chat: Enterprise Sponsorships, LinkedIn and Twitter
Keynote Presenter
Mike Prasad, CEO, Tiny Sponsor (@mikeprasad)

The Podcasting Forum: Day-Long Event
Luncheon: Open to all Digital Hollywood Attendees
12:15 PM - 1:00 PM
Session I: Herscher Hall, Guerin B, Webcast Live
Podcasting Talent, Networks, Distribution & Advertising, Part I
Kelli Hurley, SVP Digital Partnerships, Sales, Westwood One
Kathy Doyle, Vice President, Macmillan Podcasts & QDT
Kristen Muller, Chief Content Officer, Southern California
1:00 – 1:45 PM, Herscher Hall, Guerin A, Webcast Live
Do’s & Don’ts of Influencer Marketing
Cat Mendez, Social Media & Influencer Marketing Strategist
Tanya Bereshsky, CEO, CastingInfluence
Mike Prasad, CEO, TinySponsor (@mikeprasad)
Tiffanie Petett, Director, Strategic Partnerships, Influential
Moderator - Anais Ganouna, Brand & Marketing Strategist (@anaisganouna)

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
Evette Vargas, Writer, Director, Producer, Multiplatform and Virtual Reality Creator
Samantha Gorman, Co-Founder and Director, Tender Claws
Mark Rickard, Founder, Executive Producer, Virtuality
David Gull, CEO, Outer Realm
Rene Amador, CEO, ARWall
David Brady, Chief Executive Officer, Cream Productions
David Birnbaum, Design Director, Immersion Corporation, Moderator

The Podcasting Forum: Day-Long Event
1:15 PM - 2:00 PM
Session I: Herscher Hall, Guerin B, Webcast Live
Monetizing Podcasts – From Branded Content and Advertising to Subscriptions
Steve Pratt, Co-founder, Pacific Content
Jeanine Percival Wright, COO & CLO, Simplecast
Zachary Davis, VP, Premium Content, Himalaya Media Inc.
Matt Turck, Chief Revenue Officer, Megaphone
Jason Baron, Senior Vice President, Direct Response, WarnerMedia Ad Sales
Chris Peterson, President, Kindred Media, LionTree Advisors, Moderator

Session II: Herscher Hall, 3rd Fl. Room 303-304
The Podcast Production Company: From Indie Start-up to TV/Film Divisions
Aaron Hart, Vice President, TV/Film Development, Wondery
John Asante, Managing Producer, Neon Hum Media
Lee Schneider, Founder of Red Cup Agency & FutureX Podcast Network, Moderator
Speakers to be announced

2:00 – 2:45 PM, Herscher Hall, Guerin A, Webcast Live
#sponsored: How To Make Money Through Brand Sponsorships
Adin Kolansky, Digital Media Strategist, Chief Creative Officer at Stealth Mode (@adink)
Anais Ganouna, Brand & Marketing Strategist (@anaisganouna)
Cheyenne Brink, Talent Manager, Gleam Futures
Laura Elise Barrett, (@thelaurenbarrett)
Moderator - Mike Prasad, CEO, TinySponsor (@mikeprasad)
2:00 – 2:45 PM, Herscher Hall, 2nd Floor, Room 202
**Producing for Film/TV, Branded Entertainment and Influencer Marketing Programming**
Betty Gabbai, **CEO & Founder**, Let’s Get Disruptive Marketing
Harry Lowell, **founder**, Nite Lite Pictures
Jill Johnson, **General Manager**, Tiny Horse
Jeffrey Duque, **VP of Studio**, H Code Media
Philip Nelson, **President**, Nelco Media, Producer, “From the Bridge”
Charles Dalakis, **President & CEO**, Dalakis Media Enterprises
Ceslie Armstrong, **CEO & executive producer**, NYTEX Productions LLC, **Moderator**

2:00 PM – 2:45 - Session A: Herscher Hall - Guerin C
**Back to the Future - Using Landrace Genetics and Biomimicry to Produce Safe Medicine**
Sundarajan Mutiahu, **Chief Technology Officer and Co-CEO**, AZENTIVE
Dr. Kat A. Donnelly, **Founder and Co-CEO**, AZENTIVE, **Moderator**

Sponsored by Women in Film and Digital Hollywood

2:15 PM - 5:00 PM, Haas Center, Room 172-173
**The Digital Divide: Technology for Non-Millenials aka The Technological Fountain of Youth**
Speakers to be announced

The Podcasting Forum: Day-Long Event

2:15 PM - 3:00 PM
Session I: Herscher Hall, Guerin B, Webcast
**Podcasting Talent, Networks, Distribution & Advertising, Part II**
Tim Street, **Vice President, Influence & Production**, Authentic
Korri Kolesa, **Chief Operating Officer**, ART19, Inc.
Kelly Garner, **Founder and CEO**, Treefort
Ryan Rose, **Director of Sales & Partnership Development**, DAX / Global
Dave Zohrob, **co-founder and CEO**, Chartable.com
Jason Z. Haikara, **EVP, MediaLink**, **Moderator**

2:15 PM - 3:30 PM
Track I: Haas Conference Center, Room 171
**Internet TV Packages: Innovation in the Package – Innovation in the Technology**
Josette Bonte, Ph.D., **Managing Director**, Digital Media Strategies
Michael Alexander, **Strategy & Growth Initiatives**, IBM Global Telecommunications Industry
Robin Wilson, **Director**, RW TV
Chris Burke, **co-founder & GM**, DrinkTV
Jonathan Hurd, **Director**, Altman Vilandrie & Company, **Moderator**

2:00 – 3:10 PM - Ahmanson Hall
**Space Innovators: VR/AR/XR - Experiments in Technology & Design**
Rob Ray, **Senior Designer**, NASA Jet Propulsion Laboratory (JPL)
Penka Kounenova, **Leading Games Composer**, “NASA AR installations”, “The Mummy VR at IMAX VR”
Susan Ip-Jewell, **President and Chief Executive Officer**, Mars Academy USA
David Birnbaum, **Design Director**, Immersion Corporation, **Moderator**

2:30 PM - 3:30 PM
Session I: Herscher, 3rd Floor, Room 303-304
**The Power of VR-AR: A New Language of Artistry - A Unique Moment of Commercial Possibility**
Keram Malicki-Sanchez, **Executive Director/Founder**, VRTO
Eduardo Yeh, **Co-Founder, CEO**, Selvz
Brian Weiner, **Founder and CEO**, The Illusion Factory
Penka Kounenova, **Leading Games Composer**, “NASA AR installations”, “The Mummy VR”
Travis Floyd, **CEO-Founder**, Observe Media Inc.(Speed Kills VR)
Ilya Rozhkov, Award Winning VR Director, “Agent Emerson”

Danilo Moura Silva, **CEO**, SIMULATED REALITY LLC, **Moderator**

The Micro-Influencer/Branding Two-Day Intensive

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

The Emergence of Gaming Influencers:
**YouTube Gaming, Twitch and beyond**
Amber Howard, **Esports & Gaming Agent**, Abrams Artists Agency
Brian Foster, **Sr. Director of Creators**, Mobcrush
Mari Takahashi, (@atomicmari)
Moderator - Chris Saint, (@saintpiercing)

California Cannabis Forum: Medical - Legislative - Lifestyle

3:00 PM - 3:45 PM - Session A: Herscher Hall - Guerin C
**Cannabis Compatibility for the Individual Consumer**
One-on-One Discussion
Len May, **Co-Founder/CEO**, Endocanna Health
Brooke Burgstahler, Actress, Comedian, On-Camera Host and Producer from Everywhere, U.S.A.
The Podcasting Forum: Day-Long Event
3:15 PM - 4:00 PM
Session I: Herscher Hall, Guerin B, Webcast

Podcast Programming: Personality & Interview, Crime & Drama, Investigative Journalism, Comedy and Politics
Jane Marie, Host, "Little Everywhere" & producer, "This American Life"
Sim Sarna, Founder and CEO, Cloud10 Media, Producer of "Work in Progress with Sophia Bush" and "Sibling Revelry with Kate Hudson and Oliver Hudson"
Jonathan Hirsch, founder, Neon Hum Media
Arielle Nissenblatt, Founder, Earbuds Podcast Collective, Marketing and Business Development, Castbox, Moderator

3:15 PM - 4:30 PM
Track I: Ahmanson Hall
The XPrize/Space Medicine/Disaster Medical Challenge: The Collaboration of Space - Science, Disaster Relief and the Medical Community
Speakers to be announced

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
Tai Greene, founder and chairman, MCMG
Ben Ganz, President, Vego Pictures
Jeffrey Stansfield, President and CEO, Advantage Video Systems
Phoenix Gonzalez, co-founder and President of Sales, dotstudioPRO, 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°
Bj Schwartz, co-founder, Vanishing Point Media
Daniel Kenyon, Founder/CEO, Furious M
Lucas Kappaz, Co-Founder and CRO, VR Americas
Julia Zuzanna Sokolowska, co-founder, Hazard VR
Larry Rosenthal, President, Creative Director, CubeVR, Moderator

The Podcasting Forum: Day-Long Event
4:00 PM - 5:00 PM
Session I: Herscher Hall, Guerin C, Webcast

Podcast Producers, Content Programmers & Influencers: Creativity in an Evolving Artform
Arwen Champion Nicks, Head of Podcasting, Southern California Public Radio
Alexandra August, Podcast Producer, Skybound Entertainment
Colin Anderson, Vice President, Comedy, Earwolf
Christopher Kenneally, Director, Content Marketing, Copyright Clearance Center, Host, CCC's Beyond the Book

podcast series
Gayle Gilman, CEO and co-founder, Ripple Entertainment
Stephen Perlstein, Director, Podcasts, Studio71, Moderator

4:00 – 4:45 PM, Herscher Hall, Guerin A, Webcast Live
How to Maximize Your YouTube Revenues: A Tutorial
Matt Gielen, President, Little Monster Media Co.,
Zack James, Yo Mama Channel (~5M subscribers)

4:45 - 6:00 PM - Open to all attendees
End-of-Day Reception, Guerin B, Herscher Hall Inside of Herscher Hall

5:00 PM - 6:30 PM
Session I: Herscher Hall, Guerin B, Webcast Live
Reception and The Podcasting Awards: Celebrating the Best in Content, Creativity and Technology
The Categories to be Honored with Mini-Roundtables
I. Raccoonals, Personalities, Talk, Celebrity & the Weird
II. The Voice of Women: Politics, The Arts, Feminism, Technology, Family and Work, A Day in the Life
III. Investigative Journalism, Documentary and Cultural Commentary
IV. News, Public Affairs, Observations and Analysis
VI. The Modern Lifestyle: From the Fast Lane and Coping to Trauma and Depression
VII. Comedy, Fun Talking & The Insane