

DEW 2019: THE POWER OF CREATIVITY & INFLUENCE

Video/TV/Movies Sierra Ballroom	Brands/Advertising Promenade Ballroom	Creators/Influencers Pacific II Ballroom	Games/eSports Pacific III Ballroom	Music Malibu/Santa Monica	RightsTech Palisades Ballroom
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FEBRUARY 4, 2019 (Monday)

9:30am – 9:40am Bayview Ballroom	<u>WELCOME & INTRODUCTORY REMARKS</u> Ned Sherman, Partner, Manatt Digital ; Founder, Digital Media Wire
9:40am – 10:00am Bayview Ballroom	<u>OPENING PRESENTATIONS: THE FUTURE OF DIGITAL ENTERTAINMENT</u> 9:40am - YOUNGER GENERATIONS TRANSFORMING THE FUTURE OF ENTERTAINMENT PRESENTER: Chris Misner, President of International, Roblox 9:50am - THE FUTURE OF DIGITAL HUMANS PRESENTER: Greg Cross, Chief Business Officer and Co-Founder, Soul Machines
10:05am – 10:10am Bayview Ballroom	<u>FEATURED PRESENTATION WITH MCLAREN</u> PRESENTER: Chris Blank, Brand Manager, McLaren Beverly Hills
10:15am – 10:45am Bayview Ballroom	<u>VIEW FROM THE TOP: THE POWER OF CREATIVITY & INFLUENCE</u> Clark Stacey, CEO & Co-Founder, WildWorks Dan Weinstein, President & Co-Founder, Studio71 Chris M. Williams, CEO & Founder, pocket.watch Shelley Zimmerman, Co-Head, Awesomeness MODERATOR: Tim Peterson, Senior Reporter, Digiday
10:45am – 11:30am Bayview Ballroom	<u>KEYNOTE CONVERSATION WITH GERRIT MEIER OF RED BULL MEDIA NETWORK</u> Gerrit Meier, CEO, Red Bull Media Network INTERVIEWER: Andrew Wallenstein, Co-Editor-in-Chief, Variety
11:30am – 11:45am	MORNING BREAK
11:45am – 12:15pm Bayview Ballroom Video/TV/Movies	<u>ZERO TRUST: THE CYBERSECURITY SUPERHERO YOU NEED TO KNOW</u> Nelson Rodriguez, Global Director, Media Industry Strategy, Akamai Technologies Patrick Sullivan, Senior Director of Global Security Strategy, Akamai Technologies
11:45am – 12:15pm Promenade Ballroom Brands/Advertising	<u>FEATURED PRESENTATION: EMOTION + CULTURE: DRIVING CONNECTION IN BRAND STORYTELLING</u> Michal Shapira, SVP of News Content Partners, Turner Ignite
11:45am – 12:15pm Pacific II Ballroom Creators/Influencers	<u>FIRESIDE CHAT WITH BENJAMIN GRUBBS OF NEXT 10 VENTURES</u> Benjamin Grubbs, Founder & CEO, Next 10 Ventures INTERVIEWER: Hale Boggs, Partner, O'Melveny & Myers LLP
11:45am – 12:15pm Pacific III Ballroom Games/eSports	<u>FEATURED PRESENTATION: THE PERFECT STORM: HOW CLOUD GAMING WILL CHANGE THE FUTURE OF GAMES</u> Candice Mudrick, Senior Client Director, Newzoo
11:45am – 12:15pm Malibu/Santa Monica Music	<u>FIRESIDE CHAT WITH WNDRCO AND MIXCLOUD</u> Anthony Saleh, CEO, Emagen Entertainment Group , Partner, WnDrCo INTERVIEWER: Nikhil Shah, Co-Founder, Mixcloud
11:45am – 12:15pm Palisades Ballroom RightsTech	<u>FIRESIDE CHAT WITH HALSEY MINOR OF LIVE PLANET</u> Halsey Minor, Founder & CEO, Live Planet INTERVIEWER: Seth Shapiro, Founder/CEO, AlphaNetworks
12:15pm – 12:45pm Bayview Ballroom Video/TV/Movies	<u>THE FUTURE OF THE TELEVISION BUSINESS</u> Eric Berman, Head of Business Development and Content Partnerships for VRV, Ellation Gayle Gilman, CEO & Co-founder, Ripple Entertainment David Grant, President, POPSUGAR Studios Benoit Vatare, Founder & CEO, Mammoth Media MODERATOR: Colin Dixon, Founder and Chief Analyst, nScreenMedia
12:15pm – 12:45pm Promenade Ballroom Brands/Advertising	<u>PLATFORM-SPECIFIC CONTENT: ADAPTING TO THE CHANGING DISTRIBUTION LANDSCAPE</u> Chris Borelli, VP, Brand Partnerships, IMGN Media Andi Frieder, Global Head of Industry, Entertainment, Spotify Katie Ioffe, Director of Marketing, Digital Strategy, Mattel Robert Schefferine, VP Production, ABC Entertainment Marketing, Disney ABC Television Group Russell Schneider, Head of Sales & Business Development, 9GAG MODERATOR: Tim Peterson, Senior Reporter, Digiday

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12:15pm – 12:45pm Pacific II Ballroom Creators/Influencers	<u>WHY CREATIVITY AND INFLUENCE MATTER</u> Beau Bryant, GM of Talent, Fullscreen Eric Dahan, CEO & Co-Founder, Open Influence Rafi Fine, CEO, FBE Jennifer Perri, Vice President, Univision Creator Network MODERATOR: Jim Louderback, General Manager, VidCon
12:15pm – 12:45pm Pacific III Ballroom Games/eSports	<u>THE STATE OF THE DIGITAL GAMES MARKET</u> Casey Dickinson, CEO, FTX Games Dave Madden, SVP, Global Brand Partnerships, Electronic Arts Chris Petrovic, SVP & Head of Corporate Strategy, M&A and Business Development, Zynga Jessica Rovello, CEO, Arkadium MODERATOR: Mike Vorhaus, President, Vorhaus Advisors
12:15pm – 12:45pm Malibu/Santa Monica Music	<u>THE FUTURE OF THE MUSIC BUSINESS</u> Matthew Adell, Founder, MetaPop / Former Chief Digital Officer, Native Instruments Jonathan Azu, Senior Manager, Red Light Management Sam Kling, SVP, Creative Operations, SESAC Holdings, Inc. MODERATOR: Gigi Johnson, Executive Director, Center for Music Innovation, UCLA Herb Alpert School of Music
12:15pm – 12:45pm Palisades Ballroom RightsTech	<u>THE FUTURE OF RIGHTS AND ROYALTIES</u> Jake Beaumont Nesbitt, International Music Managers Forum, Copyright Committee Scott D. Byrne, Executive Director, Media & Entertainment Advisory Mike Hurst, CEO & Co-Founder, Exactuals Rasty Turek, CEO, PEX MODERATOR: Paul Sweeting, CEO, Concurrent Media ; Editor & Co-Chair, RightsTech
12:45pm – 2:00pm	LUNCH BREAK
2:00pm – 2:30pm Bayview Ballroom	<u>VIEW FROM THE TOP: THE X[R] FACTOR: CREATING IMMERSIVE EXPERIENCES FOR ENTERTAINMENT</u> Nancy Bennett, Chief Creative Officer/Studio Head, Two Bit Circus Jenni Cook, Head of Production, Dreamscape Immersive Raymond Mosco, CEO & Founder, General Immersive, Altered Mechanics Ted Schilowitz, Futurist, Paramount Pictures MODERATOR: Gabrielle Kessler, VP of Experiential, Future Plc
2:30pm – 3:00pm Bayview Ballroom	<u>BUILDING IMMERSIVE MARKETING CAMPAIGNS: A FIRESIDE CHAT WITH UNIVERSAL PICTURES</u> Hilary Hoffman, Executive Vice President, Global Marketing, Universal Pictures Home Entertainment Doug Neil, Executive Vice President Digital Marketing, Universal Pictures MODERATOR: Kimberlee Archer, Head of Developer Marketing - AR/VR, Facebook
3:15pm – 3:30pm Sierra Ballroom Video/TV/Movies	<u>FEATURED PRESENTATION WITH ZAID FAROOQUI OF CLOUDFLARE</u> Zaid Farooqui, Product Manager, Stream, Cloudflare
3:15pm – 3:30pm Pacific II Ballroom Creators/Influencers	<u>FEATURED PRESENTATION WITH JAYNE CHARNESKI OF FRONT ROW INSIGHTS AND STRATEGY</u> Jayne Charneski, Founder, Front Row Insights and Strategy
3:15pm – 3:30pm Pacific III Ballroom Games/eSports	<u>FEATURED PRESENTATION: HOW GAMES ARE TRANSFORMING THE REST OF THE ENTERTAINMENT INDUSTRY</u> Carter Rogers, Principal Analyst, SuperData, a Nielsen Company
3:15pm – 3:30pm Malibu/Santa Monica Music	<u>FEATURED PRESENTATION: THE ART OF NAVIGATING CANNABIS AND LIVE EVENTS</u> Jackie Subeck, CEO, Hey Jackpot! , Door Number Six
3:15pm – 3:30pm Palisades Ballroom RightsTech	<u>FEATURED PRESENTATION WITH JANICE SCOTT OF DATACLEF</u> Janice Scott, Chief Operating Officer & Head of Sales, Dataclef

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3:30pm – 4:00pm Sierra Ballroom Video/TV/Movies	<u>REDEFINING VIDEO DISTRIBUTION: THE MELTING POT OF OTT, CABLE AND LINEAR TELEVISION</u> Dwayne Benefield, Vice President, Head of PlayStation Vue, Sony Interactive Entertainment Rob Gelick, Executive Vice President and General Manager, CBS Entertainment Digital Leif Cervantes de Reinstein, Partner, Sheppard Mullin Amanda Richardson, CEO, Rabbit MODERATOR: Lori Schwartz, Governor, The Television Academy , Principal, Story Tech
3:30pm – 4:00pm Promenade Ballroom Brands/Advertising	<u>THE EVOLUTION OF BRANDS, CONTENT & MARKETING</u> Lisa Bilgrei, Branded Content Expert, Google Adam Hua, VP of Partnerships, CitizenNet , a Condé Nast company Folayo Lasaki, VP, Marketing, SoulPancake Tina Walsh, VP Content Strategy, Tongal MODERATOR: Kat Jones, Founder, Motiv PR
3:30pm – 4:00pm Pacific II Ballroom Creators/Influencers	<u>INFLUENCER MARKETING: STRATEGIES FOR SUCCESS</u> Phil Hickey, EVP Brand and Marketing, Seriously Brittani Kagan, Head of Talent, Portal A Kamui Lee, CEO, Activate Julia Moonves, VP of Sales & Business Development, pocket.watch Mia von Sadowsky, SVP / Group Strategic Planning Director, RPA MODERATOR: Allison Dollar, CEO, ITV Alliance
3:30pm – 4:00pm Pacific III Ballroom Games/eSports	<u>LET'S PLAY- HOLLYWOOD & GAMES</u> Franco De Cesare, Director of Global Console & Online Gaming, Facebook TQ Jefferson, Vice President of External Development, FoxNext Dan Murray, President, Skybound Interactive MODERATOR: Josh Brooks, SVP, Brand Strategy & Marketing, Jam City
3:30pm – 4:00pm Malibu/Santa Monica Music	<u>EXPANDING MUSIC FESTIVALS THROUGH LIVE STREAMING: CONNECTING BRANDS WITH VIEWERS AROUND THE WORLD</u> Mike Bebel, General Manager, LiveXLive Media , President, Slacker Radio Kevin Chernet, EVP - Global Partnerships & Content Distribution, Live Nation Kim Owens, VP of Strategy and Operations, FestiFi John Petrocelli, CEO, Bulldog Digital Media Chrystine Villarreal, President, MIXhalo MODERATOR: Ted Cohen, Managing Partner, TAG Strategic
3:30pm – 4:00pm Palisades Ballroom RightsTech	<u>SHOW ME THE MONEY: BRINGING TRANSPARENCY TO ROYALTY AND RESIDUALS PAYMENTS</u> Fabian Alsultany, Director of Business Affairs, RChain Cooperative Dick Huey, Head of Partnerships, Jaxsta Jaime Otero, Managing Director, RightsTrade MODERATOR: Todd Brabec, Former EVP and Worldwide Director of Membership, ASCAP ; Professor, USC
4:00pm – 4:30pm Sierra Ballroom Video/TV/Movies	<u>NEXT GEN OTT AND MONETIZATION</u> Greg Kampanis, SVP Business Development and Operations, Blue Ant Media Harry Lang, VP of Product, Hallmark Labs Grant Michaelson, VP, Business Affairs and New Media, ABC Entertainment Thai Randolph, EVP & General Manager, Laugh Out Loud MODERATOR: Jon Giegengack, Founder, Hub Entertainment Research
4:00pm – 4:30pm Pacific II Ballroom Creators/Influencers	<u>CREATORS & INFLUENCERS ROUNDTABLE</u> Wes "Wuz Good" Armstrong, Influencer Gabriela Bandy, Influencer Nick Carreras, Vice President, Brand & Talent Strategy, Bent Pixels Tess Finkle, Founder & CEO, Metro Kate McGuire, Talent Manager, Fullscreen MODERATOR: Hayley Delaine, Founder, Trending All Day



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4:00pm – 4:30pm Pacific III Ballroom Games/eSports	<p><u>GAMING REALITY: AR/VR, MIXED REALITY</u> Robert DeFranco, VP, Sales and Development, The Future Group Ewan Johnson, Chief Creative Officer, Arcturus Studios Albert Kugel, Strategy Director, Giant Spoon Ketaki Shriram, Co-Founder, Chief Technology Officer, Krikey MODERATOR: Jacob Carlson, Venture Capital & Senior Manager, Manatt Digital</p>
4:00pm – 4:30pm Malibu/Santa Monica Music	<p><u>MUSIC AS AN ORIGINAL VIDEO CONTENT STRATEGY</u> Hisham Dahud, Brand Manager + Digital Strategist, Junkie XL, Desert Hearts, Poolside & more David McTiernan, Director, Label Relations, Vevo Verena Papik, Chief Marketing Officer, TuneMoji MODERATOR: Wesley A' Harrah, Founder, Hyper Orange</p>
4:00pm – 4:30pm Palisades Ballroom RightsTech	<p><u>THE PRICE OF RIGHTS</u> Antony Bruno, Director of Communications, Royalty Exchange Kevin Day, VP Business Development & Strategic Relationships, Sound Royalties Neeta Ragoowansi, SVP. Biz Dev & Legal Affairs/Co-Founder, NPREX Steve Stewart, CEO & Co-Founder, Vezt MODERATOR: Teri Nelson Carpenter, President & CEO, Reel Muzik Werks, LLC</p>
4:30pm – 5:00pm	NETWORKING BREAK
5:00pm – 5:30pm Bayview Ballroom	<p><u>VIEW FROM THE TOP: THE FUTURE OF THE VIDEOS/TV/MOVIES BUSINESS</u> Jesús Chavez, CEO, Vertical Networks Ashley McCollum, General Manager, Tasty ITom Ryan, Co-Founder & CEO, Pluto TV MODERATOR: Dawn Chmielewski, Senior Editor Media, Entertainment & Technology, Forbes</p>
6:00pm – 7:00pm Bayview Rooftop	<p><u>DAY 1 RECEPTION</u> Sponsored by Jam City</p>

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FEBRUARY 5, 2019 (Tuesday)

9:30am – 9:40am Bayview Ballroom	<u>WELCOME & INTRODUCTORY REMARKS</u> Ned Sherman, Partner, Manatt Digital ; Founder, Digital Media Wire
9:40am – 10:15am Bayview Ballroom	<u>OPENING PRESENTATIONS: THE FUTURE OF BRANDS, MARKETING & ENTERTAINMENT</u> 9:40am - The Next Phase of the Streaming Revolution? Putting the AI in Entertainment PRESENTER: David Kulczar, Senior Product Manager, IBM Watson Media 9:50am - Omniculturalism: The Next Wave of Diversity PRESENTER: Linda Ong, Chief Culture Officer, Civic Entertainment Group 10:00am - Why Decentralized Virtual Marketplaces Are the Future of E-commerce PRESENTER: William Quigley, CEO, Clearstone Ventures, OPSkins, and WAX
10:15am – 10:45am Bayview Ballroom	<u>VIEW FROM THE TOP: THE FUTURE OF CONTENT MARKETING</u> Russell Arons, SVP, General Manager, Machinima Sandro Corsaro, SVP, Chief Creative Officer, Fandango Kym Nelson, SVP, Client Strategy, West, Twitch Tim Sovay, COO, CreatorIQ MODERATOR: David Bloom, Consultant and Columnist, TubeFilter, Forbes
10:45am – 11:15am Bayview Ballroom	<u>KEYNOTE CONVERSATION WITH FACEBOOK AND WARNER MEDIA</u> Celiena Adcock, Head of Streaming-Entertainment, Facebook Katie Soo, SVP, Warner Media
11:15am – 11:45am	MORNING BREAK
11:45am – 12:15pm Bayview Ballroom Video/TV/Movies	<u>FIRESIDE CHAT WITH KATIE NELSON OF ABC NEWS</u> Katie Nelson, Executive Producer, News Content, ABC News INTERVIEWER: Ned Sherman, Partner, Manatt Digital ; Founder, Digital Media Wire
11:45am – 12:15pm Promenade Ballroom Brands/Advertising	<u>FEATURED PRESENTATION WITH TONY PARISI OF UNITY TECHNOLOGIES, INC.</u> Tony Parisi, Head of AR/VR Ad Innovation, Unity Technologies, Inc.
11:45am – 12:15pm Pacific III Ballroom Games/eSports	<u>FIRESIDE CHAT WITH JASON LAKE OF COMPLEXITY GAMING</u> Jason Lake, CEO & Founder, Complexity Gaming INTERVIEWER: Michael Cai, President, Interpret
12:15pm – 12:45pm Bayview Ballroom Video/TV/Movies	<u>THE EXPLOSION OF ORIGINAL VIDEO CONTENT</u> Mickey Meyer, President of Network, Group Nine Media Adam Ostrow, Chief Digital Officer, TEGNA Daniel Tibbets, President & GM, El Rey Networks MODERATOR: Jocelyn Johnson, Startup Advisor
12:15pm – 12:45pm Promenade Ballroom Brands/Advertising	<u>THE AGE OF CONSUMER-FIRST MARKETING: BRIDGING CONTENT AND COMMERCE</u> Tom Bash, VP, Product, ChefsFeed Javon Frazier, Executive Vice President, Strategy and Business Development, Studio71 Chang Kim, CEO and Founder, Tapas Media Jon Vlassopoulos, CEO, Tribalist MODERATOR: Jay Tucker, Executive Director, Center for Media, Entertainment & Sports, UCLA Anderson School of Management
12:15pm – 12:45pm Pacific II Ballroom Creators/Influencers	<u>WHICH PLATFORM IS RIGHT FOR YOU?</u> Eyal Baumel, CEO, Yoola Ali Grant, Founder, Be Social Max Levine, Cofounder, MC Projects Sephi Shapira, Founder & CEO, Escapex MODERATOR: Phil Ranta, Head of Creators, Mobcrush

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12:15pm – 12:45pm Pacific III Ballroom Games/eSports	<p><u>THE FUTURE OF ESPORTS: THE OPPORTUNITY FOR BRANDS, AGENCIES & MARKETERS</u> Marco Mereu, Co-founder & CEO, Framerate David Mok, Director of Developer Partnerships, Skillz Peter Trinh, Managing Director, International and Independent Film Esport Group, ICM MODERATOR: Minard Hamilton, Managing Partner, Driver Ventures</p>
12:15pm – 12:45pm Malibu/Santa Monica Music	<p><u>HIP HOP NEW LOVE AFFAIR WITH BLOCKCHAIN (CRYPTOCURRENCY)</u> Ray Annes, Marketing Director, Sony Music Entertainment Lauren Bissell, Producer and the Founder, Immutable Music Byron Booker, Founder & Director, Recording Artists Guild Shelita Burke, Popstar Aubrey Flynn, former Chief Digital Officer and SVP, REVOLT Media & TV MODERATOR: Mike Johns, Founder/CEO, Executive Producer, Digital Mind State, Tech This Out</p>
12:15pm – 12:45pm Palisades Ballroom RightsTech	<p><u>MUSIC'S MODERN MAKEOVER</u> Chauncy Jackson, CEO/Founder, Siri Music Group Paul Jessop, Founder and Director, County Analytics Ltd Helene Muddiman, CEO/Founder, Hollywood Elite Music & Media Panos Panay, VP, Innovation and Strategy, Berklee College of Music, OMI MODERATOR: Vickie Nauman, Founder/Owner, CrossBorderWorks</p>
12:45pm – 2:00pm	LUNCH BREAK
2:00pm – 2:30pm Bayview Ballroom	<p><u>VIEW FROM THE TOP: THE RISE OF ESPORTS</u> Ann Hand, Chairman and CEO, Super League Gaming Yvette Martinez-Rea, Chief Executive Officer, ESL North America Ari Segal, CEO, Immortals, LA Valiant & MIBR Josh Swartz, Chief Operating Officer, Popdog MODERATOR: Nelson Rodriguez, Global Director, Media Industry Strategy, Akamai Technologies</p>
2:30pm – 3:00pm Bayview Ballroom	<p><u>FIRESIDE CHAT WITH DAVID PERRY OF VYRL</u> David Perry, CEO, VYRL INTERVIEWER: Mike Vorhaus, President, Vorhaus Advisors</p>
3:00pm – 3:30pm	NETWORKING BREAK
3:30pm – 4:00pm Sierra Ballroom Video/TV/Movies	<p><u>JUMP OFF THE SCREEN: USING IMMERSIVE MARKETING IN ENTERTAINMENT</u> Sarah Bachman, SVP, Digital Experiences Lead, Horizon Media Emily Rosen, Associate Creative Director, BBH LA Jason Steinberg, Managing Partner, Pretty Big Monsters MODERATOR: Michael Rucker, COO & Co-Founder, OmniVirt</p>
3:30pm – 4:00pm Promenade Ballroom Brands/Advertising	<p><u>THE INTERSECTION OF CANNABIS AND BRANDS</u> Yvette McDowell, Board Member, CCIA (California Cannabis Industry Association); Former Pasadena City Prosecutor Tracy Ryan, Founder & CEO, CannaKids Curtis Stafford, Founder and CEO, ZYRS Group MODERATOR: Jackie Subeck, CEO, Hey Jackpot!, Door Number Six</p>
3:30pm – 4:00pm Pacific II Ballroom Creators/Influencers	<p><u>GOT GAME? STRATEGIES FOR GAMER CONTENT ACROSS THE VIDEO ECOSYSTEM</u> Christian Bishop, VP of Business Development and WSOE Commissioner, ESP Gaming Joseph Epstein, Head of Marketing, Machinima Alex Kruglov, CEO & Co-Founder, pop.in Nathan Moore, Director of Performance Engineering, StackPath Bennett Sherman, Co-Head, Digital Ventures, Gaming, ICM Partners MODERATOR: Margaret Wallace, Founder, KijiCo</p>
3:30pm – 4:30pm Pacific III Ballroom Music	<p><u>STARTUPS & INVESTORS ROUNDTABLE</u> Lauren Apolito, SVP, Strategy & Business Development, Rumblefish Kevin Conroy, CEO, Conroy Media James Leaverton, VP of Ecosystems and CoFounder, StackPath Ned Sherman, Partner, Manatt, Phelps & Phillips, LLP MODERATOR: Mike Vorhaus, President, Vorhaus Advisors</p>

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3:30pm – 4:00pm Malibu/Santa Monica Music	<u>THE POWER OF MUSIC IN DIGITAL MEDIA PROGRAMMING & SONIC BRANDING</u> Jason Altshuler, CEO, Paintbox Music Group Keatly Haldeman, CEO, Riptide Music Group Boyd McDonnell, CEO, 21 South Music MODERATOR: Sid Fohrman, Partner, Sheppard Mullin
3:30pm – 4:00pm Palisades Ballroom RightsTech	<u>BLOCKCHAIN: THE MOVIE. REAL WORLD USE CASES FOR CRYPTO IN HOLLYWOOD</u> Steven Haft, Head of Global Partnerships, Consensys Stephen Kassin, Co-Founder & President, FilmTrack Rouslan Ovtcharoff, Co-Founder, Blockchain Global Entertainment Alliance MODERATOR: Seth Shapiro, Founder/CEO, AlphaNetworks
4:00pm – 4:30pm Sierra Ballroom Video/TV/Movies	<u>VOICE-ACTIVATED AI FOR MEDIA & ENTERTAINMENT</u> Tripp Boyle, SVP, Connekt Tony Emerson, Managing Director, Worldwide Media & Entertainment, Microsoft Jeff Rosenfeld, VP of Product, Music Audience Exchange (MAX) MODERATOR: Susan Brazer, CEO, LionShare Media
4:00pm – 4:30pm Promenade Ballroom Brands/Advertising	<u>WHAT'S NEXT IN EXPERIENTIAL MARKETING</u> Karen Morgan, Co-Founder & Creative Director, Soma Innovation Lab Johanna Salazar, EP & Head of Content, Strategy and Production, Two Goats Chris Sumner, Senior Vice President, Business Development & Strategy, Refinery29 MODERATOR: Karen Allen, President, Karen Allen Consulting
4:00pm – 4:30pm Malibu/Santa Monica Music	<u>BRANDS AND MUSIC</u> Samantha Fernandez, Senior Director, AEG Global Partnerships Tracy Pendleton, Entertainment Marketing, Puma Jeannette Perez, President of Global Synch & Brand Partnerships, Kobalt Music Toni Wallace, Head of Music Brand Partnerships, United Talent Agency (UTA) MODERATOR: Georgette Bivins, Director of Licensing and Brand Partnership, A&R, 411 Music Group
4:00pm – 4:30pm Palisades Ballroom RightsTech	<u>TOOLS FOR DIY ARTISTS</u> Noah Becker, President, AdRev Dae Bogan, Co-Founder and CEO, TuneRegistry Elmo Lovano, CEO/Founder, Jammcard Peter Rafelson, AltMarket MODERATOR: Gigi Johnson, Executive Director, Center for Music Innovation UCLA Herb Alpert School of Music
4:30pm – 5:30pm Sinder Lounge	<u>DAY 2 RECEPTION</u>