

2008 NAMIC Creative Summit/Vision Awards

AGENDA

7:30 – 8:45 a.m. Registration & Continental Breakfast – ***Beverly Hills Foyer***
Conference Bag courtesy of HBO
Continental Breakfast sponsored by Disney*ABC Television Group

8:45 – 9:45 a.m. Welcome: **Debra Langford**, Executive Director, Strategic Sourcing,
Time Warner, Inc.

Opening General Session:

The Transformers – ***Beverly Hills Ballroom***

The emergence of new digital technology has radically transformed the television, film and entertainment industry. Hear from senior executives, driving digital strategies in leading companies that are redefining the future as we know it. Learn how companies are creating, marketing and distributing content. Don't miss this exclusive opportunity to hear from leading authorities in the digital world!

Moderator: **Juan Morales**, Director, Membership Publications & Editor in Chief, Academy of Television Arts & Sciences

Panel: **Dwight Caines**, EVP, Worldwide Digital Marketing Strategy, Columbia TriStar Marketing Group
Albert Cheng, EVP, Digital Media, Disney ABC Television Group/The Walt Disney Company
Matthew Glotzer, SVP, Digital Media, Fox Entertainment Group

Sponsored by: Bright House Networks

10:00 – 11:15 a.m. Concurrent Breakout Sessions

So Many Audiences, So Many Channels – ***Beverly Hills Salon***

Audiences have more cable programming choices than ever before and cable is addressing the unique tastes with targeted programming. In an era of hundreds of channels on your television line-up, do you see yourself represented in today's media landscape? A panel of programming executives will talk about the ever increasing opportunities for multi-ethnic, multi-cultural and niche programming and the role they play to make sure it gets on their air, marketed and viewed.

Moderator: **Billy Hall**, VP, Programming, TNT, Turner Entertainment Networks

Panel: **Marlene Braga**, Director, Programming, History Channel & History en Español
Essie Chambers, VP, Development, The N
Flavio Morales, VP, Programming, mun2
Rose Catherine Pinkney, EVP, Programming & Production, TV One

Sponsored by: A&E Television Networks

The Power of Advertising – Santa Monica Suite

Advertising executives are the people behind the campaigns that influence consumers to go see a film, tune in to a television show and buy the latest 'must-have'. They're the creative forces behind the most memorable television, radio, print and online efforts. Meet leading executives to learn how to gain the attention of consumers and break through the clutter to sell your products and services.

Moderator: **Alex Perez**, GM, The True Agency

Panel: **Pablo Buffagni**, VP, Creative Director, Conill
Chase Conerly, Executive Creative Director, The True Agency
Margaret Keene, Creative Director, Chiat Day
Art Sims, CEO, 11:24 Design
Jimmy Smith, Executive Creative Director, BBDO

Let's Make a Deal: Insights on the Deal Making Process – International Gallery

You've got a great idea for a television show or movie, and you need to make a deal. You're representing the next new hot star. In the creative arena, deals are made every day. Many succeed at getting all they want, but have no idea what they left on the floor. This panel of business and legal executives will offer advice on what's important when negotiating your deal. You'll also learn who needs to be part of the process as well as the roles of various dealmakers – manager, agent, and legal counsel.

Moderator: **Debra Langford**, Executive Director, Strategic Sourcing,
Time Warner, Inc.

Panel: **Christine Lawton**, SVP, Business Affairs, Universal Home Entertainment
Dan Limerick, SVP, Business Affairs, Warner Bros. Television
John Meigs, Partner, Hansen, Jacobson, Teller, Hoberman, Newman & Sloane
Jun S. Oh, SVP, Head of Business Affairs, Warner Independent Pictures

11:15 – 11:30 a.m. BREAK
Craft Services sponsored by Universal Studios

11:30 am – 12:45 pm Concurrent Breakout Sessions

Fast Forward to DVD – Beverly Hills Salon

Producing content for direct to DVD is a growing trend, and many are having success in this arena. Why not develop directly for your audience and bypass the traditional studio system? There are lucrative financial rewards, but it takes a strategic distribution system and innovative partnerships. Learn how successful entrepreneurs are delivering their products via this growing business model and how to get your concepts to the buyer.

Moderator: **Debra Langford**, Executive Director, Strategic Sourcing,
Time Warner, Inc.

Panel: **Jeff Clanagan**, CEO, Code Black Entertainment
Eva Davis, SVP, Acquisitions & Business Development, Warner Premiere
Lourdes Diaz, President, Agua Films

Reaching a Dynamic Multi-Cultural & Multi-Ethnic Marketplace – Santa Monica Suite

Given the rapid growth and increasing purchasing power of multi-cultural and multi-ethnic consumers, how are movie studios, broadcasters, cable programmers and other content providers reaching them directly? What marketing campaigns and tactics have been successful? How are they allocating their financial resources? What have been the lessons learned from targeting these ever-growing audiences? How are these efforts impacting a company's bottom line? Learn why multi-cultural and ethnic marketing has become in-demand by so many companies.

Moderator: **Lucinda Martinez Desir**, VP, Market Development, HBO

Panel: **Raul De Quesada**, SVP & GM, Fox Sports Channel
Diana Mogollon, VP, Programming & Marketing, Telemundo Network West Coast
Rajan Shah, President, PHENOMENON & Co-Founder, South Asians in Media and Marketing (SAMMA)
Vicky Free, VP, Entertainment Marketing, TNT, TBS and TCM

Sponsored by: TuTV

15 Minutes of Fame – International Gallery

Behind the hit show, successful opening of a movie, star client and company community brand, there are skillful and talented executives. Publicists and corporate communications executives are the behind-the-scenes experts who shape images of talent and companies. Add to the job description the key role they play in producing innovative publicity campaigns and media tours that get coverage for the launch of a new movie or television series. Does this sound like the job of your dreams? If so, come learn from a panel of veterans who will share insights on what it takes to succeed and be rewarded for your efforts.

Moderator: **Patti Rockenwagner**, Regional VP, Time Warner Cable

Panel: **Cristina Mancini**, VP, Marketing, Publicity & Promotion, 20th Century Fox Television Distribution
Lisa Meyers, EVP, Communications, Magic Johnson Enterprises
Gabriel Reyes, President, Reyes Entertainment
Manfred Westphal, VP, Communications, FremantleMedia N.A.

Sponsored by: Time Warner Cable

1:00 – 2:30 p.m.

Vision Awards Luncheon Ceremony
Hosted by Shaun Robinson of "Access Hollywood"
Center Stage (Centerpieces) sponsored by Bright House Networks

2:30 – 6:00 p.m.

Career Expo – Whittier Room

Exhibitors include: 20th Century Fox, ABC*Disney Media Networks, Comcast, The Walt Disney Studios, Fox Cable Networks, Fox Interactive Media, NBC Universal, Sony Pictures Entertainment, Scripps Networks, Time Warner Cable, Time Warner, Inc., Universal Studios, Warner Bros. and Workplace Hollywood

2:45 – 4:00 p.m.

Stepping Out in New Platforms – Beverly Hills Salon

New technologies are being created every day that enable consumers to watch content on multiple platforms while they are multi-tasking. How do you create a project for your mobile phone? What's the difference in creating a show for television and a show for the web? How is the cable on-demand technology changing the way and what you watch? And, what's next? This panel will tell you!

Moderator: **Craig Robinson**, EVP, Operations & Digital Strategy, KNBC

Panel: **Todd Brown**, Division VP, Comcast Networks

Zadi Diaz, Producer

Tony Kinkela, Executive Producer, Dodgers on Demand, Time Warner Cable

Christopher Jones, Senior Brand Manager, Boost Mobile

George Ruiz, SVP, Motion Picture Business Affairs & Head of New Media, International Creative Management

How To Be A “Reel” Player – Santa Monica Suite

Movies of all genres continue to be enormously popular, whether they're produced by big studios or the independents. Want to be a “real” player in the “reel” business? Then this session is for you. This diverse panel who wear very different hats in the “reel” business will provide insights on the impact of the international box office, address how to develop your project for a niche audience and offer tips on what it takes to be a film executive.

Moderator: **Evan Shapiro**, EVP & GM, IFC

Panel: **DeVon Franklin**, Director, Development, Sony Pictures

Dan Lin, Producer, Lin Pictures

Charisse Nesbit, Creative Executive, Production & Development, Lionsgate Films

Ligiah Villalobos, Writer/Executive Producer, *Under the Same Moon (La Misma Luna)*

SPONSORED BY: Sony Pictures Entertainment

It Takes An Entire Creative Village – International Gallery

All too often the talent, director and producer are the most talked about people associated with a production. However, it takes an entire creative village to make it come to life. These positions run the gamut from camera-person to editor to gaffer to sound engineer and so many more in between. What role do you want to play in front or behind the camera? How do you break into this business? Who do you need to know? This panel will explore the positions that are “below the line” and behind the scenes, but often have the real influence.

Moderator: **David Hudson**, VP, Unscripted, Specials & Franchises, TNT & TBS, Turner Entertainment Networks

Panel: **Pete Corral**, SVP, Production Administration, Sony Pictures Entertainment

Roy Hamilton, VP, Production & Coordinating Producer, FSN

Gina Holland, CEO, Ruby Red Inc.
Ramsey Naito, VP, Development & Production, The Cartoon Network
Shirley Neal, EVP, Programming & Production, The Africa Channel

SPONSORED BY: Scripps Networks

4:15 – 5:00 p.m.

Closing General Session:

Taking the Trip to Success – Beverly Hills Ballroom

As you plan your career journey – what will be in your suitcase? In addition to your experience and education, these heads of Human Resources will tell you what else you want in your carry on. Your resume is your identification document and you should make sure that it's the right one to get you onboard. The road to success will be filled with traffic delays and detours, but the alternate roads may be the better route for you. This team of senior human resources executives will share what it takes to advance your career and attain your goals. Their guidance and insight will be invaluable to you on the trip to success.

Moderator: **Yoji Cole**, Los Angeles Bureau Chief, DiversityInc

Panel: **Chris Powell**, EVP, Human Resources, Scripps Networks
Ken Kahrs, EVP, Human Resources, Universal Studios
Kiko Washington, SVP, Worldwide Human Resources, Warner Bros. Entertainment

Sponsored by: Time Warner, Inc.

5:00 – 6:30 p.m.

Networking Reception – Beverly Hills Foyer

**Wrap Party sponsored by: 20th Century Fox
Fox Cable Networks
Fox Interactive Media**