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**Sponsored by CILECT North America and UFVA**

**November 15 & 16, 2019  
SUMMIT SCHEDULE**

**FRIDAY 11/15**

**9– 10 AM**: **Continental Breakfast (Cine Stage) and Registration (MKS Lobby)**

**10 – 10:15 AM: Welcome & Introductions (Folino Theater, MKS)**

* **Michael Kowalski, Interim Dean, Dodge College ­**– welcome and summit kick off
  + - **Brett Danaher (?), Assistant Prof Argyros School of Business & Economics –** What is entertainment analytics and why is it important in Film & TV Education

**10:15 – 11:15 AM** (**Session 1)**: **Morning** **Keynote (Folino Theater, MKS) –** Ben Fritz, Wall Street Journal West Coast Bureau Chief and Author, *“The Big Picture – The Fight for the Future of Movies”*

**11:15 – 11:30 AM**: **Coffee Break** **(Lobby, MKS)**

**11:30 – 12:30 PM** (**Session 2)**: **Panel - Impact of Data on Entertainment** **(Folino Theater, MKS)**

Impact on Content: Adam Kolbrenner – Principal of Lit Ent Management

Impact on Agenting: Andre Vargas – CAA Analytics Director

Impact on Marketing: Gordon Paddison – CEO Stradella Road

Impact on Financing: Jason Scoggins – COO Slated, Inc.

Impact on Production: Nick Lewerke – VP Analytics Walt Disney Studios

**12:30 – 1:30 PM**: **Lunch (DMAC Directing Stage/Patio/Lobby)**

**1:30 – 2:30 PM** (**Session 3)**: **Afternoon Keynote (Folino Theater, MKS)** Steve Boulton-Wallace – SVP HBO*“Analytics Strategy to Launch HBO Max Streaming”*

**2:30 – 2:45 PM**: **Afternoon Coffee Break** **(Lobby, MKS)**

**2:45 – 3:45 PM: (Session 5****): Innovators Roundtable: how the technology tools of tomorrow fit into academia today (Folino Theater, MKS)**

**3:45 – 4:45 PM: (Session 6): Brett Danaher, Assistant Prof Argyros School of Business & Economics (Folino Theater, MKS)**

**4:45– 5:45 PM: (Session 7): Workshop Overview (Folino Theater, MKS) (Parrot Analytics/Binge Labs)**

* + - Wared Seger, CEO of Parrot Analytics*“Topic TBD”*
    - Malik Ahmad and Peter John Dickinson, Binge Labs *“Topic TBD”*

**5:45 – 6 PM: Closing Remarks** – Michael Kowalski **(Folino Theater, MKS)**

**6 – 8 PM: Dinner** – **(Faculty Athenaeum)**

**SATURDAY 11/16**

**9– 10 AM**: **Continental Breakfast (CSW)**

**10 – 12 PM: Parallel Workshops**

**Workshop 1: TBD  
 Workshop 2: TBD**

**12 – 1 PM**: **Lunch (CSW)**

**1 – 3 PM: Parallel Workshops**

**Workshop 1: TBD  
 Workshop 2: TBD**