


AGENDA AT A GLANCE - NOV 17

8:00am	REGISTRATION AND BREAKFAST - EXHIBITION OPENS Breakfast kindly sponsored by: 		
	Breakfast Briefing: DAM - Now At The Core of The Creative Process Jon Christian, Founding Partner of OnPrem Solution Partners Hank Manfra, Director of Technical Operations, DC Comics David Sugg, Executive Director - Technical Solutions, Warner Bros.		
	Studios A and B	Creative Operations - Solano	Doheny/Beechwood
9:00am	Welcome from David Lipsey, Conference Chair	Welcome from Kevin Brucato, VP Creative Operations, Prudential	
9:10am	Keynote: Love at First Sight: DAM & Hollywood Thomas Stilling, VP, Global Enterprise Operations, 20th Century Fox	Keynote: The Struggle is Real! Why did I get everyone involved! Jennifer Candelario, Head of IT, Droga5	
9:40am	DAM 2016: The Art of Orchestration Theresa Regli, Managing Partner & Principal Analyst, Real Story Group	Creative Operations - Now in Demand Moderator: Kevin Brucato, VP Creative Operations, Prudential Panelists: Paul Nicholson, SVP Production & Technology, Showtime Networks Inc. Evan Shore, Vice President/Creative Systems Manager, Arnold Worldwide Amy Strickland, Director of Creative Operations, SamsClub.com	
10:10am	Keynote: Production Asset Management: Nine insights from Coca-Cola's Global Head of Film & Music Production Nick Felder, Global Group Director, Film and Music Production, The Coca-Cola Company		
10:50am - 11:30am	Refreshments and Visit the Exhibits		TechLab 11.00am Decoupling of Advertising Services: Creating Clarity from Confusion Chris Barkoozis, Director of Digital Asset Management Services, Allied Vaughn Brian Cross, Partner/CIO, KlarisIP John Florance, DAM Practice Manager, Risetime Charlene Lewis, Sr. Manager, Agency Management Services, Genentech
11:30am	How to Select (or Replace) a Digital & Media Asset Management System Theresa Regli, Managing Partner & Principal Analyst, Real Story Group	A 'HOW TO' CASE STUDY: Building Digital End to End solutions for moving images, graphics and logos Carin Forman, Director, Digital Photo Services, Home Box Office, Inc.	The Long March - the Power of 'Good Governance' to Maximize what DAM Delivers Holly Boerner, Senior Manager, Optimity Advisors Anne Samoyedny, Senior Manager, Marketing Services, PepsiCo North America Beverages
12:00pm	Road to MAM: Leveraging the power of MAM & DAM to create an integrated production & distribution ecosystem Bob Carlson, Head of Digital Asset Management, GoPro	Choreographing Creative Collaboration Moderator Kevin Brucato, VP, Creative Operations, Prudential Panelists Charmayne Robson, Senior Project Manager, Experian Consumer Services Mike Trigg, Chief Operating Officer, Hightail Juliana Vail, Head of International Production, Farfetch	Delivering DAM Success by Leading Change Moderator Christina Aguilera, Studio Technology Asset Management, Walt Disney Studios Panelists John A. DeMarco, Content Excellence Manager - Digital Operations and Governance, 3M Mark Leslie, Senior Manager, Digital Asset Management, adidas Group, Sports Licensed Division (SLD)
12:30pm	"You had me at Time-Based Metadata." Leveraging Rich, Time-based Metadata to Unlock New Business Opportunities Jason Lambert, Executive Director of Content Licensing and Metadata Services, Sony Pictures Entertainment		
1:00pm - 2:30pm	Lunch and Visit the Exhibits		TechLab: 1.25pm Machine Learning and Digital Asset Management Tom De Ridder, CTO, STYLELABS
2:30pm	Metadata Matters Moderator John Horodyski, Partner, Optimity Advisors Panelists Bonnie Bowes, Senior Digital Asset Manager, Sony Interactive Entertainment America Kristen Cook, Associate Director of Print Production, Marketing Creative Services, ESPN Sales & Marketing, Inc. Kris Hillman, Digital Asset Manager, Monster Energy Seema Sairam, Digital Asset Manager, Sony Interactive Entertainment America Layna White, Head of Collections Information and Access, San Francisco Museum of Modern Art	Deep-Fried, Bacon-Wrapped, Gluten-Free Marketing on a Stick: How creative operations software makes the marketing workflow better Debbie Vengco, Marketing Manager, Fairplex, home of the LA County Fair	"Seven year itch" Moderator Theresa Regli, Managing Partner & Principal Analyst, Real Story Group Panelists Byron Chapman, Media Fulfillment Manager, PGA TOUR Entertainment Kendall Ginsbach, Manager, Media Systems, Pac-12 Networks Jeff Kazanow, DAM Program Manager, Corporate Marketing, Intuit Inc.
2:50pm		Creative Ops Technology: Building out your Ecosystem Moderator Kevin Brucato, VP, Creative Operations, Prudential Panelists Kathleen Cameron, Digital Archivist, Nest Jen Duerksen, Associate Director, Creative Operations, Children's Hospital Los Angeles Amy Strickland, Director of Creative Operations, SamsClub.com	TechLab: 3.20pm Helping your marketing team succeed in a world of NOW Ian Wheel, Global Strategy Director, Adstream
3:40pm - 4:20pm	Refreshments and Visit the Exhibits		TechLab: 3.50pm DAM of the Future - Key Trends for 2017 Stephen Bouzan, Chief Architect, assetSERV
4:20pm	Beyond DAM - a Thought-provoking Roundtable Session Leader Graham Allan, AVP/Partner, Consulting, Cognizant Keynote John A. DeMarco, Content Excellence Manager - Digital Operations and Governance, 3M Facilitators Chris Barkoozis, Allied Vaughn • Liana Cave, KFC Global, Yum! Brands • Mark Davey, DAM Foundation, IQequity Ltd, Real Story Group • Kyle Hufford, Monster Energy • Cyndie Lalic, Optimity Advisors • Mark Leslie, adidas Group, Sports Licensed Division (SLD) • Matt Zwicker, IO Integration, Inc.	Creative Operations - Up for 'The Challenge' Session Leader: Ken Madsen, Co-founder, Diadeis GSG Facilitators Mindi Bridges, Founder/Principal Consultant, M Creative Solutions, LLC Kathleen Cameron, Digital Archivist, Nest Carin Forman, Director, Digital Photo Services, Home Box Office, Inc. Bronwen Tibbe, Creative Operations Director, Urban Decay Cosmetics	Rights Roundtable Session Leader: Ed Klaris, Founding Partner, KlarisIP
5:30pm	Drinks Reception sponsored by Adstream		

AGENDA AT A GLANCE - NOV 18

8:00am	REGISTRATION AND BREAKFAST - EXHIBITION OPENS Breakfast kindly sponsored by: 		
8:00am	Breakfast Briefing: DAM for E-commerce: A 5-Step Plan Jean-Charles Morisseau, Chairman, Diadeis		
9:00am	Welcome Back from Conference Chair David Lipsey		
9:10am	Vendors on the 'Smart Grid' - what's ahead with DAM in a complex environment? Moderator David Lipsey, Conference Chair Panelists Tracy Askam, Senior Director of Global Strategic Accounts, MediaBeacon Christopher Frenning, CEO, FotoWare a.s Tim Pashuysen, Co-founder and CSO, STYLELABS Sandeep Prasad, North America Sales Lead- assetSERV Platform, Cognizant assetSERV		
	Studios A and B	Solano	Doheny/Beechwood
10:10am	The Intersection of DAM and Archives at Pixar Animation Studios Sharon Dovas, Digital Assets & Infrastructure Archivist, Pixar Animation Studios	From DAM to DAO (Digital Asset Optimization) and beyond Mark Davey, President, DAM Foundation, CEO, IQequity Ltd, Consulting Analyst, Real Story Group	TechLab: 10.10am Find any asset in seconds. Do you even need a DAM anymore? Aaron Edell, Chief Product Owner, GrayMeta
10:40am - 11:20am	Refreshments and Visit the Exhibits		TechLab: 10.50am Cloud-sync services vs DAM - what's the difference? Christopher Frenning, CEO of FotoWare
11:20am	The Secret Recipe to KFC's Successful DAM Liana Cave, Associate Manager, Marketing, Digital Assets, KFC Global, Yum! Brands	DAM + PIM: A whole new dimension of complexity John A. DeMarco, Content Excellence Manager - Digital Operations and Governance, 3M	Making Monster Energy Media Management Wildly Successful Kyle Hufford, Director of Digital Asset Management, Monster Energy
11:50am	Semantics and the Future of Metadata Moderator David Lipsey, Conference Chair Panelists John Motz, CTO, GrayMeta Vipul Patel, Manager, Enterprise Strategic Programs, Disney John Shaw, Vice President of Publishing Technologies, SAGE Publishing Tom Stratton, Manager, Digital Assets and Metadata Management/Content Management and Distribution, Warner Bros.	Integrating DAM Technology with Adjacent Platforms Theresa Regli, Managing Partner & Principal Analyst, Real Story Group	What's Your DAM Worth? Moderator Graham Allan, AVP/Partner, Consulting, Cognizant Panelists Christina Aguilera, Studio Technology Asset Management, Walt Disney Studios Kevin Gepford, Associate Director, Creative Operations, DirectTV Kyle Hufford, Director of Digital Asset Management, Monster Energy
12:20pm		Flavors of Cloud Mark Davey, President, DAM Foundation, CEO, IQequity Ltd, Consulting Analyst, Real Story Group	
12:50pm - 2:20pm	Lunch and Visit the Exhibits		TechLab: 1:15pm OPENTEXT & IPV Advanced Video Workflow Jaspreet Lamba, OpenText Principal Solutions Consultant David Cole, President, CEO, IPV, Inc. John Price, OpenText Senior Product Marketing Manager TechLab: 1:50pm From Photoshoot to Campaign, 'Clearing' the Way For Your Digital Assets Gregg Guest, VP of Product Management, FADEL
2:20pm	The Rise of the Corporate Archive Moderator David Lipsey, Conference Chair Panelists Nina Smith, Senior Manager, Digital Archive, Warner Bros. Content Management & Distribution Technology Stefanie Turner, Digital Content Specialist, Allied Vaughn	Where DAM and Rights Intersect Moderator Ed Klaris, Founding Partner, KlarisIP Panelists Lynn Fero, Senior Vice President, Business Affairs Administration, Rights Management & Library Acquisitions, CBS Television Distribution Ian McNemar, Project Management and Process Analyst, GoPro JR Yasgur, Vice President, Advanced Media Planning & Management, Universal Music Group (UMG)	Can Your DAM Do This? Why is the Big Video Workflow so Hard to Manage? Moderator Jon Christian, Founding Partner, OnPrem Solution Partners Panelists Eric Toth, Studio Operations Manager: Los Angeles, Yahoo! Studios Ian Wheel, Global Strategy Director, Adstream Jeff Yaroslow, MAM Director, 72andSunny
3:20pm - 3:50pm	Refreshments and Visit the Exhibits		
	Studios A and B		
3:50pm	Stump the DAM Consultant Moderator Theresa Regli, Managing Partner & Principal Analyst, Real Story Group Panelists Rich Carroll, Technical Consultant, IO Integration, Inc. Mark Davey, President, DAM Foundation, CEO, IQequity Ltd, Consulting Analyst, Real Story Group		
4:45pm	Chair's Close - David Lipsey Thank you for joining us. Safe travels home everyone!		