

AGENDA

DAY 0: TUESDAY OCT. 16

- 4:00PM SERVICE DAY KICK-OFF**
- 5:00PM EARLY ARRIVAL REGISTRATION**
- 8:00PM WORLDZ AFTER DARK / PADRE MEZCALERO**
525 E Broadway, Long Beach, CA 90802

DAY 1: WEDNESDAY OCT. 17

- 7:30AM REGISTRATION OPEN**
Location: Mission Control
- 8:00AM CULTURAL HUB / VOYAGER VILLAGE**
- 9:30AM MASTER COURSES / IN CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 11:15AM OPENING KEYNOTES**
Location: WORLDZ Main Stage
- 12:45PM LUNCH BREAK / MENTORSHIP LUNCHES**
- 2:15PM MASTER COURSES / IN-CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 4:00PM MASTER COURSES / IN-CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 5:45PM WORLDZ HAPPY HOUR**
Location: Cultural Hub
- 8:30PM WORLDZ AFTER DARK / BO-BEAU KITCHEN + ROOF TAP**
144 Pine Ave, Long Beach, CA 90802

AGENDA

DAY 2: THURSDAY OCT. 18

- 7:30AM REGISTRATION OPEN**
Location: Mission Control
- 8:00AM CULTURAL HUB / VOYAGER VILLAGE**
- 9:00AM OPENING KEYNOTES**
Location: WORLDZ Main Stage
- 10:45PM MASTER COURSES / IN CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 12:15PM LUNCH BREAK / MENTORSHIP LUNCHES**
- 1:45PM AFTERNOON KEYNOTES + NELSON MANDELA CHANGEMAKERS**
Location: WORLDZ Main Stage
- 3:15PM MASTER COURSES / IN-CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 5:00PM MASTER COURSES / IN-CONVERSATIONS / MEET THE MASTERS / ACTIVITIES**
- 8:30 PM WORLDZ CLOSING PARTY & CELEBRATION**
Location: WORLDZ Main Stage



CAN YOU HEAR IT? // SIX DIMENSIONS OF SOUND TO POWER YOUR BRAND

Lauren Nagel // VP, Executive Creative Director // Pandora

Embark on an immersive experience as we explore the relationship between sound & the imagination. Discover why sound remains one of the most powerful creative platforms in our world today. #powerofaudio

>> Seaside 1 (S1)

GET YOUR HEAD IN THE GAME! // THE FUTURE OF ESPORTS & GAMING

Andy Kleinman // CEO & Founder // Wonder

Ramon Hermann // Head of eSports // Tencent

Gaming continues to be one of the largest and fastest growing entertainment businesses in the world. Whether you look at total revenue from games, size of the gamer population, or huge audiences watching eSports around the world, it's no secret that this will be one of the most important areas for brands to get involved in the near future.

>> Seaside 7 (S7)

MAXIMIZING YOUR BRAND'S IMPACT // MARKETING THAT CONSUMERS ACTUALLY WANT TO EXPERIENCE

Derek van den Bosch // COO // RED Interactive Agency

Roni Sebastian // Executive Creative Director // RED Interactive Agency
Emily Zaborniak // Executive Creative Director // RED Interactive Agency

To make an impact in today's cluttered marketing landscape, you need to drive active participation, not just passive consumption. In this session, you'll learn the right methods and mindset for doing just that.

>> Seaside Ballroom A (SBA)

IT'S NOT YOU, IT'S ME // OWNING AND UPGRADING YOUR CAREER

David Beck // EVP, Corporate Strategy & Operations // Turner

Don't look back wishing you had invested more in your own professional development. Learn both strategies and tactics of how to focus on what will truly impact your career trajectory.

>> Seaside Ballroom B (SBB)

NEAR AND FAR // RETAIL-TAINMENT CONNECTS & BUILDS COMMUNITY

Jen Rubio // Co-Founder & Chief Brand Officer // Away

Unlock the tips and tricks to building a community of people who love your brand, while crafting a memorable experience with your customers through your marketing.

>> Theater Lobby (TLO)

B IS FOR BOLD // BRINGING BOLD TO LIFE WITHIN BRANDS & BEYOND

Sarah Thompson // Global CEO // Droga5
Ukonwa Ojo // CMO, Consumer Beauty // Coty

The HOW-TO bring bold ideas to life through clear planning, rigor, flexibility and growth. Learn the inside secrets to partnering with your agency and making a statement!

>> Theater Balcony (TB)

FOLLOW THE MONEY! // MODERN DAY FUNDRAISING & FIN-TECH

Cory Johnson // Chief Marketing Strategist // Ripple

Emmanuel Seuge // Founder // CASSIUS

Isabel Gan // Managing Director // Puji

Capital

Josh Machiz // Chief Digital Officer // NASDAQ

NASDAQ

>> Polaris Stage (Cultural Hub)

STORYBOOKED: CREATIVITY INSPIRED BY TRAVEL

A multi-sensory experience on how exploring the world can change your perspective.

Jon Boogz // Movement Artist

Julie Gautier // Underwater Artist

Karin Timpone // Global Marketing

Officer // Marriott International

>> Atlantis Stage (Cultural Hub)

Master Courses

2:15PM WED

Oct. 17

IN-CONVERSATION: RZA // ENTER THE WU - A LOOK INSIDE RZA'S PROCESS

RZA // Musician, Producer & Filmmaker // Wu-Tang Clan
Moderator: Howard Drossin // Film Orchestrator & Composer

>> Hulu Satellite Stage (Terrace Theater)

LAUNCHPAD COMPETITION // STARTUPS TAKE FLIGHT

In partnership with KITE

Rob Dyrdek // Founder & CEO // Dyrdek Machine
Peter Pham // Co-Founder, Science & Science Blockchain // Science, Inc.
Richard Jun // Co-Founder & Managing Director // BAM Ventures
Andrew Duplessie // CEO & Co-Founder // Tipster

>> Polaris Stage (Cultural Hub)

RAIN OR SHINE // CLIMATE CHANGE & CORPORATE CLIMATES FOR CHANGE

David Baga // Chief Business Officer // Lyft
Sophie Goldschmidt // CEO // World Surf League
Jill Cress // CMO // National Geographic
David Clark // EVP, Freewheel // Comcast

>> Atlantis Stage (Cultural Hub)

IT ALL ADS UP // DYNAMIC TV ADS, BIG ROI IN THE LIVING ROOM

Beth-Ann Eason // President // Innovid
Tal Chalozin // CTO & Co-Founder // Innovid

TV viewing behavior has changed, but the ad experience hasn't – until now. Take a deep dive into the world of dynamic TV advertising and see how interactive creative can not only hit the right audience but also better your customer's experience in the process. Become your own creative director with our hands-on workshop designing interactive TV ads.

>> Seaside 1 (S1)

FOR THE PEOPLE BY OUR PEOPLE // SOCIAL SOURCED CONTENT GETS REAL

Kerri Pollard // Chief Revenue Officer // Greenfly
Janna Wemmer // Head of Social Media // Five Below

Join innovative storytellers and one of the world's fastest-growing retailers for a lesson on creating compelling, original content that will actually WOW your customers. Learn how you too can leverage your own community to tell authentic brand stories at scale!

>> Seaside 7 (S7)

CRISIS OR UNFORTUNATE INCIDENT? // A REALITY-BASED CRISIS SIMULATION

Russell Dubner // CEO & President, U.S // Edelman

Overreact or underreact at your peril! Try your hand at applying the art and science of crisis management and reputation recovery. A simulation based on real-world events that will test attendees' ability to make mission-critical decisions under pressure.

>> Seaside Ballroom A (SBA)

I AM SPARTAN. // TENACITY & TRIUMPH FOR YOUR BUSINESS

Joe De Sena // Founder & CEO // Spartan
Carola Jain // Chief Brand Officer // Spartan

A look under the hood of how Spartan has become the ultimate "badge brand", by creating a platform that lets the community share memorable (not always "easy") experiences and become the ultimate source of inspiration.

>> Seaside Ballroom B (SBB)

HIGHS AND LOWS // CAREER NAVIGATION FOR TODAY & TOMORROW

Chris Robichaud // Former CEO // PMK*BNC

Sid Mathur // Former Chief Strategy & Development Officer // Mattle

Will you sink or swim? Learn from the best who have been through it all on the do's and don'ts of navigating the corporate landscape!

>> Seaside Lobby (SL)

NOW #TRENDING // THE ANATOMY OF TASTE

Vikram Bhaskaran // Head of Market Development // Pinterest

Understand how taste and trends are formed by the public and learn how brands are tapping insights to create the future of commerce.

>> Theater Lobby (TL0)

BE BETTER IN BED // SLEEP SCIENCE FOR SUCCESS

Dr. Michael Breus // The Sleep Doctor

Don't hit snooze on this session - you'll discover how sleep can affect your bottom line and future success. Sleep affects leadership, productivity and team morale - learn your chronorhythm.

>> Theater Loge 1 (TL1)

SHIFT INTO FIFTH GEAR // AUTO DRIVES CULTURE IN A NEW DIRECTION

Ryan Friedlinghaus // CEO & Founder // West Coast Customs

Learn from the pioneer of custom rides. We'll shift into high-gear in this up-close and personal session about what shapes car culture and why trendspotting is key to a successful brand, no matter what industry you are in.

>> Theater Loge 2 (TL2)

CREATION-DESTRUCTION-CREATION // TRANSFORMATION IN NIGHTLIFE AND ENTERTAINMENT

Ronnie Madra // CEO & Founder, EAROS Inc. // Co-Founder & Partner, Butter Group 1 OAK Up&Down
Pete Tong // Partner & Radio Personality // BBC Radio 1

Learn from a veteran hospitality and entertainment entrepreneur and a world-class DJ/Producer about how the lifestyle of the nightlife, hospitality, and live music industry led to a heightened level of responsibility and unexpected innovation.

>> Theater Balcony (TB)

UNDER THE DOME // A LOOK INSIDE EXPERIENTIAL AT THE SUPER BOWL

Darren Wilson // President // bluemediam

Trying to activate at the biggest event in the United States can be challenging. Look behind the scenes at what it takes to execute some of the most successful Super Bowl experiential activations of the last 5 years.

>> The Dome (Voyager Village)

STAY IN MOTION! // RETROFIT YOUR BODY & MIND FOR YOUR FUTURE

Georgina Pazzocguin // The Rogue Ballerina, NYC Ballet
Peter Crone // The Mind Architect // Be Alive
Dr. Craig Liebenson // Founder // L.A. Sports & Spine

If properly augmented, the mind, body, and spirit can achieve incredible new heights. Learn from masters of their craft as they position you for optimal balance!

>> State Farm Activities Area



Master Courses

4:00PM WED

Oct. 17

IN-CONVERSATION: LADIES FIRST! - BADASS ATHLETES WHO BROKE THE STATUS QUO

Lisa Leslie // 4x Olympic Gold Medalist, 3x WNBA MVP, Hall of Famer

Stephanie Gilmore // 6x World Surfing Champion

Ibtihaj Muhammad // Sabre Fencing Olympic Medalist, Activist, Entrepreneur

Moderator: Jeff Levick // CEO // The Players' Tribune

>> Hulu Satellite Stage (Terrace Theater)

LAUNCHPAD COMPETITION // STARTUPS TAKE FLIGHT

In partnership with KITE

Peter Pham // Co-Founder, Science & Science Blockchain // Science, Inc.

Andrew Duplessie // CEO & Co-Founder // Tipster

Isabel Gan // Managing Director // Puji Capital

>> Polaris Stage (Cultural Hub)

SECOND LIVES // OFF THE FIELD AND ON TO THE NEXT STAGE OF A CAREER

Tony Gonzalez // Studio Analyst, Kansas City Chiefs Hall of Famer, NFL All-Pro Tight End

Baron Davis // Athlete, Entrepreneur & Founder, Baron Davis Enterprises

Curt Menefee // FOX NFL Sunday & FOX UFC Host

>> Atlantis Stage (Cultural Hub)

ANY WAY YOU SLICE IT // OMNICHANNEL MARKETING WITH EVERYTHING ON IT

Helen Vaid // Global Chief Customer Officer, Pizza Hut

Marketing is no longer a one and done deal but an ongoing experience. Join today and learn how to craft an immersive campaign that is sure to stay one step ahead of your customer.

>> Seaside 1 (S1)

NEW KIDS ON THE BLOCKCHAIN // BUILDING THE FUTURE ECONOMY ON WEB 3.0

Amanda Gutterman // CMO // ConsenSys

The Web 1.0 - 2.0 changed how nearly every industry works. Now blockchain is here, poised to fundamentally transform our economy once again. Skip the technical jargon and focus on what blockchain does. Learn how you can thrive in a Web 3.0 world and unlock the truth about blockchain.

>> Seaside 7 (S7)

FIND YOUR TRIBE // BRANDED CONTENT TO BUILD COMMUNITY

Alan Beard // Chief Brand Officer // Otter Media

How brands can and should create content that builds communities, makes a meaningful positive change in the world, and drives business results.

>> Seaside Ballroom A (SBA)

THE UPSIDE DOWN // A CONTRARIAN'S GUIDE TO CREATING A CULTURE PEOPLE CRAVE

Sean Kelly // CEO & Founder // SnackNation

Peter Rahal // CEO & Founder // RXBAR

In order to succeed in the modern world it's important to unlearn some things we've been taught & not be afraid to flip the script. Learn how to apply contrarian tactics & go against the grain at your workplace (and at home) to create a more connected, better-performing and more engaged environment.

>> Seaside Ballroom B (SBB)

DISCOVER YOUR HIGHER PURPOSE // DESIGN YOUR MOST HEROIC LIFE

Ryan Cummins // Co-Founder & Vice Chair // OMAZE

You are the main character of your own life story. And you are also its author, writing new chapters in your life every single day. By combining some simple time-tested lessons from master storytelling, with a deeper understanding of experience design, you can tap into your higher purpose and immediately begin to create the life story you've always dreamed of.

>> Seaside Lobby (SL)

SMALL SCREEN, BIG PICTURE // TELEVISION'S RETURN TO THE LIMELIGHT

David Clark // EVP, FreeWheel // Comcast

Stronger than yesterday, the small screen is a bigger deal than ever before. You'll want to binge this season and get a BTS look as to why TV is back baby!

>> Theater Lobby (TLO)

MASTER THE FUTURE // HENNESSY'S HISTORY & LEGACY

Peter Sims // Founder & CEO // Parliament Inc.

Violaine Basse // Brand Director // Hennessy

An interactive session to project what mastery will look like for the next decades.

>> Theater Loge 1 (TL1)

READING BETWEEN THE LINES // STORYTELLING & CREATIVITY DEMYSTIFIED

Mike Posner // Grammy-Nominated and Multi-Platinum Musician
Alex Banayan // Author of the National Bestseller, The Third Door

Looking to craft stories that grip your listeners and captivate your audience? Need to rediscover your muse? Decode the keys to masterful storytelling, delve into radical creativity, and learn how to tackle your next big project like a pro.

>> Theater Loge 2 (TL2)

WRITTEN IN THE STARS: APOLLO 11 TURNS 50 // SPACE TRAVEL TO CONNECT HUMANITY

Terry Virts // Speaker, Author, Consultant, Former Astronaut
Christina Korp // COO // Aldrin Family Foundation

A session that's really out-of-this-world! Get a true, inside look at the first successful moon landing, Apollo 11, as it rounds the corner to its 50th Anniversary. You'll learn how the connective tissue of space exploration connects all cultures and can catapult both your brand and business into the stratosphere.

Theater Balcony (TB)

BALANCE! // ACROYOGA

Travis Brewer // Founder // Pi Movement

Using progressive skill building and effective spotting methods, you will learn to co-create a safe environment and deepen your capacity to trust yourself and others. You will develop strength, increase confidence, train smarter, and develop habits that will support your achievement for a lifetime.

>> State Farm Activities Area



IN-CONVERSATION // SENATOR BARBARA BOXER

Senator Barbara Boxer
>> Hulu Satellite Stage (Terrace Theater)

WORLDZ GOODFRONTS

In partnership with Ad Age & Ad Council
Gun Safety Alliance
St. Jude Children's Research Hospital
Love Has No Labels
United Nations World Food Programme
SuChin Pak // Journalist
Ross Martin // CEO // Blackbird
Josh Golden // Publisher & President // Ad Age
>> Polaris Stage (Cultural Hub)

HAWKING YOUR WAY TO HYPERGROWTH // FORTUNE FUTURE 50 LIST REVEAL

Lisa Licht // CMO, U.S. Concerts // Live Nation
Andrew Nusca // Digital Editor // Fortune
>> Atlantis Stage (Cultural Hub)

CAMERA MARKETING IN A SNAP! // TAKE YOUR STORY TO THE NEXT LEVEL

Peter Sellis // Head of Product for Monetization // Snap, Inc.
Andrew McPhee // Head of Camera Platform Exploration // Snap, Inc.

Each month, over 230 million Snapchatters will spend an average of three minutes per day playing with Lenses on our platform. Snapchat is the only platform using Lenses to engage consumers at scale and we'll show you how to unlock the world's most influential audience with AR to achieve your business objectives.

>> Seaside 1 (S1)

CHANGE THE CHANNEL! // THE FUTURE OF LIVE EVENTS, DIGITAL & SOCIAL

Sean Moran // Head of Marketing & Partner Solutions // Viacom
Steve Ellis // EVP, Ad Strategy & Business Development // Viacom

With consumers having unlimited access to content and information, the experiences that brands create matter more than ever! Learn the 360 approach, through TV, live events, digital, social, and effectively learn how to reach GenZ and Millennials.

>> Seaside 7 (S7)

EYE CAN SEE CLEARLY NOW // TRIPLE BOTTOM LINE BUSINESS

Bai Gan // Chief Product Officer // Zenni

Businesses with a clear vision can truly change our world - take a 'look' at how a new view on a dated industry has changed the game and become a brand behemoth overnight. Hint: It's direct to consumer... Attendees will walk away with knowledge and a few special gifts in tow!

>> Seaside Ballroom A (SBA)

VIEW FROM THE TOP // DECLARING A BOLD VISION FOR YOUR FUTURE

Lisa McCarthy // CEO & Co-Founder // The Fast Forward Group

You will gain clarity about what is important and work on your limiting beliefs that impact your success and happiness. You will leave inspired to write and share your bold vision with people who will help you make it a reality. This exercise has profoundly impacted how thousands of people around the world work, live, lead and connect.

>> Seaside Ballroom B (SBB)

TRUST IS A MUST // HOW TO DRIVE WITH AUTHENTICITY

Pat McLean // EVP & CMO // TD Bank
Each decision you make affects the one to follow. This session will teach you all the lessons you'll need to keep it real with your customers.

>> Seaside Lobby (SL)

ROI: RETURN ON INFLUENCER // A BRAND'S HOLY GRAIL IS NOW ON SOCIAL

Ryan Detert // CEO // Influential
Chris Detert // CCO // Influential
Mark Owens // CEO // Rogers & Cowan
Kandee Johnson // Beauty & Lifestyle Expert & Creator

Learn how to leverage talent of all sizes in influencer marketing to go far beyond mere impressions and drive direct sales, both online and offline.

>> Theater Lobby (TLO)

BINGE WORTHY! // FLIPPING THE SCRIPT ON TRADITIONAL STORYTELLING

Nick Tran // VP, Brand Marketing & Culture // Hulu

Everyone has their own story to tell. Learn from prominent voices in the industry and implement vital storytelling strategies that are sure to take your life story center stage.

>> Theater Loge 1 (TL1)

NOT SUCH A CHEAP THRILL // ADRENALINE ENTERTAINMENT TO FUEL YOUR BUSINESS

Jason Chinnock // CEO, Ducati North America // Ducati

Get up to speed on where discretionary spending is going, why experience trumps things every time and how to stay ahead of the curve with your audience.

>> Theater Loge 2 (TL2)

OVER YOUR HEAD! // DESIGNING THE FUTURE WITH THE DRONE RACING LEAGUE

Ashley Ellefson // Head of Operations // The Drone Racing League
Jordan "Jet" Temkin // 2x Winning DRL Alliantz World Champion // The Drone Racing League

Star Wars vibes, 3D maps, and 90 MPH drones zipping through bright neon gates. Join The Drone Racing League team to immerse yourself into the art of FPV (First Person View) flying, learn about drone cinematography, and lift off your own creativity to develop visually thrilling content.

Theater Balcony (TB)

BREATHE, FREEZE, REPEAT // EXPAND YOUR HUMAN

Dr. Trisha Smith // Sports Chiropractor

What if you could learn simple, practical tools to help your primal human not only exist in today's environment, but thrive? Anchoring on the six primal pillars: breathe, move, play, sweat, freeze, sleep- you will come away with the why and how to be your best primal self and expand your human.

>> State Farm Activities Area



IN-CONVERSATION: STEVE AOKI

Steve Aoki // CEO, Founder & Grammy Nominated DJ & Producer // Dim Mak Records

>> Hulu Satellite Stage
(Terrace Theater)

GOOD VIBES & HEALTHY MARGINS // HOW CANNABIS IS GOING TO SAVE THE COUNTRY

Adam Levin // CEO // High Times
Tracy Ryan // CEO // CannaKids
Mary-Alice Miller // Chief Risk Officer
// Columbia Care
Krishna Andavolu // Host & Executive
Producer, Weediquette // VICELAND

>> Polaris Stage (Cultural Hub)

RADICALIZATION // THE RISE & FALL OF HATE IN AMERICA

Shannon Martinez // Program
Manager // Free Radicals Project
Jesse Morton // Founder // Parallel
Networks
Michael Davidson // CEO // Gen
Next, Inc.

>> Atlantis Stage (Cultural Hub)

ONCE UPON A TIMES SQUARE // OUT-OF-HOME STORYTELLING AT SCALE

Dan Levi // EVP & CMO // Clear
Channel Outdoor

Create an Out-of-Home campaign that will launch in real-time in New York's Times Square and then run across digital billboards nationwide! In partnership with the Ad Council, in support of the award-winning "Love Has No Labels" campaign, participants will learn how consumer behavior, mobile data and the "digitization" of billboards create actionable opportunities to tell creative brand stories!

>> Seaside 1 (S1)

EX MACHINA 2.0 // THE FUTURE OF AI AND YOUR BUSINESS

Steven Wolfe Pereira // Chief
Marketing & Communications Officer
// Quantcast
Dr. Peter Day // Chief Technology
Officer // Quantcast

We're at the dawn of the AI century. How will this affect your industry, your company and most importantly your job? Learn why AI will be more important than the Internet and why it will be imperative for every business to understand it.

>> Seaside 7 (S7)

TOTAL RECALL // HACK YOUR BRAIN TO UNLOCK YOUR MEMORY POTENTIAL

Jim Kwik // Founder & CEO // Kwik
Learning

All the ways to rapidly remember for greater productivity and influence shared by a true mind magician.

>> Seaside Ballroom B (SBB)

LET ME UPGRADE YA // BIO-HACK YOUR GROWTH, REACH YOUR POTENTIAL

Hoby Darling // President, Sports and
Human Performance // Logitech &
Collective High Performance
Jessica Amortegui // Head of Global
Learning & Development // Logitech &
Collective High Performance
Brian Ferguson // CEO & Founder //
Arena Labs

Physically and mentally we are each capable of more than we ever imagined. Enable the impossible and push the furthest edges of your human potential to get the most out of you!

>> Seaside Lobby (SL)

ACTIONS SPEAK LOUDER THAN WORDS // MOVING IMPACT CONTENT FROM THE SCREEN TO THE STREET

Katherine Keating // Publisher // VICE

Actions speak louder than words and taking action just got easier. Known for raw and real storytelling, VICE has turned its sights on action. Learn the ins and outs of what it takes to spark change and truly shape the world of tomorrow!

>> Theater Lobby (TL0)

START SOMETHING PRICELESS // PLATFORMS WITH PURPOSE

Raja Rajamannar // Chief Marketing &
Communications Officer // Mastercard

83% of people globally believe that brands have the power to make the world a better place. Purpose is good for the brand, good for business, and provides competitive advantage. The role of marketing and its impact has shifted dramatically, never has it been more important, more exciting, and more accountable.

>> Theater Loge 1 (TL1)

HITTING THE RIGHT NOTE // EPIC MUSIC & BRAND COLLABS

Krewella // Electronic-Dance Duo
Jesse Kirshbaum // CEO // Nue Agency
Jake Udell // Founder // TH3RD BRAIN

Keep your business in-tune by learning from today's tastemakers - musicians. You'll hear behind-the-scenes stories and learn what it takes to make a collaboration great.

>> Theater Loge 2 (TL2)

TELL THE STORY OF YOU // STORYTELLING WORKSHOP WITH IN-Q

IN-Q // National Poetry Slam Champion
& Multi-Platinum Winning Songwriter

Take a dive into the deep-end with a journey you'll never forget - join IN-Q, one of Oprah's 100 most influential thought leaders and world-renowned poet for a guided workshop that will help you express the true you. Take these skills back to your organization and learn to lead with authenticity - from vulnerability comes true strength.

>> Theater Balcony (TB)

TAKE FLIGHT! // LIGHTS, CAMERA, JET SUIT

Richard Browning // CEO & Founder
// Gravity Industries

3, 2, 1 liftoff! Take a glimpse into the future of technology and reach new heights with this state-of-the-art jet suit!

>> State Farm Activities Area



IN-CONVERSATION: ROSE MCGOWAN // HOW TO BE BRAVE

Rose McGowan // Social Activist & Author

Moderator: Ashlee Marie Preston // Host, Media Personality, and Civil Rights Activist

>> Hulu Satellite Stage (Terrace Theater)

FOLLOW THE LEADER // BRANDS AS RELIGION

Marisa Thalberg // Global Chief Brand Officer // Taco Bell
James Curleigh // President, Levi's Brand & EVP // Levi's
Gus Wenner // President & COO // Rolling Stone

>> Polaris Stage (Cultural Hub)

DEALS HEARD 'ROUND THE WORLD // BREAKING BARRIERS FOR BUSINESS WITH SOUTHEAST ASIA

Perry Farrell // Creator, Lollapalooza Festival & Lead Singer, Jane's Addiction
Tyler Williams // Fungineer // Zappos
Phuong Uyen // Deputy CEO // THP Group
Cary Granat // CEO // Immersive Artistry LLC

>> Atlantis Stage (Cultural Hub)

LOCATION IS EVERYTHING // CRACK THE CODE WITH GEO-TECHNOLOGY

Swen Graham // SVP, Creative & Global Marketing // Foursquare
Elyse Estrada // VP, Global Client Service // Foursquare

Do you know where your customer spends time? It's easy for things to get lost in the shuffle - learn how your business' geo-data may be the answer to all of your marketing questions.

>> Seaside 1 (S1)

9-1-1 EMERGENCY RESPONSE // YOUR BUSINESS CAN SAVE THE WORLD

Art delaCruz // Chief Operating Officer // Team Rubicon

Dive deep and learn how companies and influencers can "show up" in meaningful (and wanted) ways to support natural disaster response, relief and recovery efforts, both domestically and internationally.

>> Seaside 7 (S7)

FEEL! // THE MAGIC OF HUMAN CONNECTION

Jessica Encell Coleman // Founder & Creator // The Human Connection

Rediscover your personal magic and the power of community through genuine connection. Through both group and partner activities, you will activate the potential that exists to catalyze magic, joy, and consciousness!

>> Seaside Ballroom A (SBA)

MAY THE WORKFORCE BE WITH YOU // REARCHITECTING FUTURE EMPLOYMENT

Michael Mendenhall // SVP, CMO & Chief Communications Officer // TriNet
Garson Yu // Emmy Award-Winning Creative Director // yU+co

Learn about the evolutionary change taking place and where the future workforce is headed—along with the important role that brand and culture play. You'll hear from those paving the way and how this important evolution will affect the future of your industry.

>> Seaside Ballroom B (SBB)

100 DEADLY SKILLS // SEAL SECRETS FOR SAFE TRAVELS

Clint Emerson // Crisis Management Professional, Former Navy SEAL // International Spy Museum

One moment your at a business meeting the next you've been kidnapped! From lockpicking to active shooter situations become your own failsafe and leave with the hacks you need to safely and swiftly navigate the world.

>> Seaside Lobby (SL)

#CUSTOMER EXPERIENCE OBSESSED // REAL SERVICE FOR REAL PEOPLE

Nick Drake // EVP, Marketing & Experience // T-Mobile
Jen Cambridge // VP, Frontline Systems and Experience // T-Mobile

Listen to your customers and do exactly what they say. Discover how to reimagine service and create the ultimate experience, all while reaching new heights of retention and customer love!

>> Theater Lobby (TLO)

WHITEBOARDING BOOTCAMP // GRAPHIC BRAINSTORMING TO UNLOCK YOUR CREATIVE GENIUS

Nora Herting // CEO & Founder // ImageThink

Join the pioneers of graphic facilitation in this hands-on session. Explore how thinking in pictures will inspire your team, create a shared vision, and move ideas into action.

>> Theater Loge 1 (TL1)

STATE OF THE ART // CONNECTION THROUGH PUBLIC DISPLAYS

James Peterson // Founder // Art + Contraptions

Combine artistry, technology, and fabrication to take a deeper look into this creative process. Dive into the world of public art and see how large-scale, interactive installations are brought to life!

>> Theater Loge 2 (TL2)

FUTURISTS UNITE! // BUSINESS POWERED BY LONG TERM CREATIVITY

Nick Foster // Head of Design // Google X

Creativity exists in us all - it's just a matter of how deep within. Learn how to harness your inner creativity and discover practical tools to cultivate a long-term vision that will transfer to your business and beyond.

>> Theater Balcony (TB)