

HEROES



UBISOFT

**In-Conversation: Tim Kring // Creator // Heroes + Alexandre Amancio // Former Creative Director, Assassin's Creed // Ubisoft**

**Location: Hulu Satellite Stage (The Beverly O'Neill Theater)**



Unilever

**Action Panel: The Value Of Creative Currency // Harnessing The Power Of Creativity For Good**

Glance at your newsfeed and the world can feel like it's heading into unfamiliar territory. Traditionally, creativity has helped brands get built, designs get designed, and stories get told - all in ways that break through and earn our attention, our dollars, and our loyalty. But can creativity also be a force for good - making an impact in the world that actually makes it better?

**Andrew Simon // Chief Creative Officer, Canada // Edelman  
Bob McKnight // Co-Founder // Quiksilver  
Laura Fruitman // Co-Founder & GM, The Right To Shower // Unilever**

**Location: Polaris Stage (Cultural Hub)**



greenfly

sleep number

**Up Your Storytelling Game // Social & Community-Generated Content That Captivates**

If your brand struggles to break through in a noisy marketplace, join us to experience how two of the world's leading innovators create authentic stories that captivate consumers. Learn how you can activate your valued influencers and insiders in new ways to drive the social content your audiences really want!

**Kerri Pollard // CRO // Greenfly  
Sarah Panus // Associate Director, Content Marketing Strategy // Sleep Number** **Location: Seaside 1 (S1)**



**Instagram Stories School // Tips, Tricks And Hacks**

Learn how to make your stories POP in this interactive, hands-on funshop, designed to get you familiar with under-utilized IG story tools. 'Students' of this class will get to make their own IG Stories in real-time, master cool hacks, and leave the session as the coolest graduates in town.

**Alix Tyler // Creative Director, Instagram // Facebook**

**Location: Seaside 7 (S7)**



**Short & Sweet Comms. // Achieving Smart Brevity In The Attention Economy**

With an endless amount of information at our fingertips, how can we make sure we are exposed to what matters most? Learn how to master the art of smart brevity to cut through the noise and stand out in today's attention economy!

**Roy Schwartz // Co-Founder & President // Axios Media  
Sara Fischer // Media Reporter // Axios Media**

**Location: Theater Lobby (TL)**



**How Meaning Makes Money // Earning Consumer Trust & Credibility**

Learn why meaning is so important for building a brand today. Walk away with a playbook for creating meaning and applying it to your business & marketing strategies for lasting impact.

**Devika Bulchandani // President // McCann  
Shelley Haus // SVP, Brand Marketing // Ulta**

**Location: Seaside Lobby (SL)**



**People, Profits & The Planet // Sustainability For A Healthy Business And A Healthy World**

Explore all steps in your organization and create sustainable solutions that drive your business and support the planet.

**Sheila Shekar // CMO // Athleta**

**Location: Theater Loge 1 (TL1)**



**The Power Shift // How Gen Z Is Transforming Power**

The institution of youth is a force that has always disrupted traditional centers of power. Now, fueled by social media and buoyed by the collective power of the crowd, Gen Z has new potential for impact and disruption. Viacom Velocity will break down why and how power is changing and what it means for brands.

**Lydia Daly // SVP, Creative Strategy & Cultural Intelligence // Viacom  
Maya Peterson // Sr. Director, Culture and Creative Insights // Viacom**

**Location: Theater Loge 2 (TL2)**



**Sign Of The Times // Reinventing Brands For A New Generation**

Explore how one of the most powerful leading forces in literature evolved from a dying, 90-year-old brand, to a thriving eCommerce business more relevant now than ever!

**John Lippman // CEO // Book of the Month**

**Location: Theater (T)**



**In-Conversation: Sylvia Earle // Legendary Oceanographer, Nat Geo Explorer-In-Residence, Founder // Mission Blue + William Travis // Founder & CEO // Elevation Barn**

**Location: Hulu Satellite Stage (The Beverly O'Neill Theater)**



**Action Panel: LaunchPad Competition // StartUps Take Flight**

WORLDZ searches for the next billion-dollar startup! Witness the second annual WORLDZ LaunchPad where, from hundreds of applicants, 4 lucky semifinalists compete to be crowned the winner on the WORLDZ main stage! This live pitch competition features real-time feedback from investors, entrepreneurs & venture capitalists ready to help take these businesses to the next level. Are you ready for takeoff?

**Judges:**

**Peter Pham // Co-Founder // Science**

**Brent Murri // Principal // M13**

**Leigh Radford // VP & General Manager, P&G Ventures // Procter & Gamble**

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

**Location: Polaris Stage (Cultural Hub)**



**We've Been Breached! // Navigating Company Privacy In A HyperConnected World**

Privacy has taken center stage with a dramatic increase in high profile breaches. This session will dive into what the current privacy landscape looks like, and outline steps you can take to make sure your company is not tomorrow's headline.

**Gary Davis // Chief Consumer Security Evangelist // McAfee**

**Location: Seaside 1 (S1)**



**Whistle While You Work // Busting The Myth Of Workplace Music**

Research shows 8 out of 10 millennials listen to music while they work. With the average person only able to concentrate for 20 minutes at a time, there is much debate around whether music can aid in focus and motivation. We'll share scientific insights around the impact of music in the workplace. Harness the power of music to drive productivity without creating a distracting work environment!

**Michael Mendenhall // SVP, Chief Marketing & Communications Officer // TriNet**

**Location: Seaside 7 (S7)**

**Will Henshall // Founder & CEO // Focus@Will**

**Kathy Nelson // Iconic Film Music Executive // "Fast and Furious" & "The Bourne Identity"**



**Vote Of Confidence // How Brands Play In Politics And Avoid Getting Burned**

Where politics and social issues are concerned, there is no longer an option for neutrality in the position your organization takes - learn how to let your campaigns take a stance politically without alienating your customers.

**Jason Wageneheim // CRO // Bustle Digital Group**

**Jessica Tarlov // VP, Research & Insights // Bustle Digital Group**

**Samantha Goldman // Head of Enterprise Marketing, Lyft Business // Lyft**

**Location: Seaside Ballroom A (SBA)**



America's Most Convenient Bank®

**Unexpectedly Human // Evolving Customer Service In The Tech Revolution**

Customer service and engagement are your paths to loyalty - it is in the vulnerable moments with your clients that you can rise to the occasion for them. Cement your organization as one that is TRUSTED by your audience and win in the long run.

**Pat McLean // EVP & CMO // TD Bank**

**Seaside Ballroom B (SBB)**



**Digital Foundations // Building A Team Of Consumer & Digital First Marketers**

Join this session to learn how to strengthen your marketing team's performance by identifying current skill sets and creating transparent career pathways.

**Marie Gulin-Merle // Global CMO, Calvin Klein & Chief Digital Officer, PVH Corp // Calvin Klein**

**Marcela Heywood // Director, Standards & Credentials // General Assembly**

**Location: Theater Lobby (TL)**



**Under The Hood // Crafting Meaningful Brand Partnerships**

Upgrade your storytelling with the RIGHT Intellectual property partnerships. Find the partners to ignite your story and expand the world your fans get to experience.

**Mindy Hamilton // SVP, Global Partnerships & Marketing // Marvel Entertainment**

**Location: Seaside Lobby (SL)**



VSCO

**Through Your Lens // How Your Life Shapes Your Stories**

For years, creative company VSCO has offered people around the world a safe space to express themselves however they choose. In this session, join VSCO and the award-winning filmmakers behind Kanye West's "Through the Wire" and ESPN's 30-for-30 documentary "Benji" to explore how spaces driven by trust, openness, and gratitude fuel creative storytelling.

**Tesa Argones // CMO // VSCO**

**Coodie & Chike // Award-Winning Filmmakers**

**Location: Theater Loge 1 (TL1)**



**Judgement Free Zone // Creating A Safe Space For Social Sharing, Play & Expression**

Your social platform is their playground. Understand how to create a safe environment that protects your users and inspires them to share who they are and what they think!

**Jeremi Gorman // Chief Business Officer // Snap Inc.**

**Location: Theater Loge 2 (TL2)**



**New School For Growth // Preparing Your Business For Scale With A Conscience**

In the 21st century, success is not just about growth anymore, it is about how you sustain the growth of your business responsibly. Learn how you can create a sustainable plan so that by the time your business takes off, you will be ready to fully serve all your stakeholders, customers, employees, suppliers, shareholders and the communities in which you work.

**Shiv Singh // Co-Author of Savvy-Navigating Fake Companies, Fake Leaders & Fake News and CMO // Eargo**

**John Tabis // CEO // The Bouqs Company**

**Location: Theater (T)**



**Partners In Play! // AcroYoga Flight Therapy**

Learn to give with intention and receive with gratitude as you engage in various partner stretching techniques. Grab a friend, hop into community connection, and forge a deep synergy both on and off the mat!

**Andrew Sealy // Founder // Yoga Revealed**

**Location: Activities Area**



**Action Panel: Tasty Trends // Food Fueled Fandom**

From a celebrity chef to the c-suite of some of the most popular food brands, this session will unwrap the secrets behind some of today's biggest food trends and share where the public's appetite is headed next.

tendergreens

Adam Fleischman // Founder, Umami Restaurant Group, 800 Degrees Pizza & Cold Cocked Coffee Company // Umami Restaurant Group  
Denyelle Bruno // CEO & President // Tender Greens  
Chef Justin Sutherland // Chef/Owner

Justin Sutherland

**Location: Polaris Stage (Cultural Hub)**

**Compound Interest & Company Culture // Creating A 'Best Place to Work' Environment For Your Team**

Attrition is real - keep your core talent under your roof by creating a culture that teams are proud to be a part of. Learn the secrets from an award-winning organization that will show you how to walk the walk.

Josh Backer // COO // Unified

**Location: Seaside 1 (S1)**



**Decisions Deep Dive // Neuroscience Behind Creativity & Human Motivation**

By measuring brain response to creative and marketing messages, we can begin to decode the key drivers of motivation and optimize our communication for maximum impact and ROI.

Pranav Yadav // CEO // Neuro-Insight US Inc.

**Location: Seaside 7 (S7)**



NEURO-INSIGHT

**Elevating Your Higher Purpose // Hack Session To Solve The Ocean Crisis**

How do you aim to change the world and leave a lasting impression? Join this session and participate in a real-time hack-a-thon aimed to help solve the ocean crisis!

William Travis // Founder & CEO // Elevation Barn

**Location: Seaside Ballroom A (SBA)**



Elevation Barn

**The Art Of Unlearning // Capitalize On The Future Of Marketing**

How can marketers engage with today's hyper-connected consumer? It starts with letting go of much of what you currently believe to be true. Storytelling is no longer constrained by the mediums of the past. Join this session and explore 5 dramatic shifts in the marketing landscape and the opportunities they create for marketers who are willing to unlearn and rethink the rules of the game.

Jennifer Howard // Group Director, Entertainment, Technology, & Connectivity // Facebook

**Location: Seaside Ballroom B (SBB)**



**Get The Word Out! // Strategic Storytelling That Ignites Your Brand**

A story is only good if your audience gets to hear it! Learn how one of the biggest auto brands uses custom content to tell impactful, purposeful stories that turn audiences into fans! Be sure the story you tell is true to your brand and lands on the ears that need to hear it.

Paul Imhoff // Head of Marketing Communications // Hyundai

**Location: Theater Lobby (TL)**



**Brands Go Mainstage! // Creating The Festivals Of The Future**

Festivals have gone well beyond the music experience to be an intersection of music, pop culture, & food culture. Join this session and explore how your brand can capitalize on the cultural phenomenon of festivals!

Eric Edge // SVP, Brand & Communications // Postmates  
Andrew Klein // SVP, Global Partnerships // AEG Live

**Location: Seaside Lobby (SL)**

Postmates



**Be Heard! // Podcasts To Drive Your Business & Tell Your Story**

Leverage the power of the podcast - learn to tell your story dynamically and get your audience listening.

Gayle Troberman // EVP & CMO // iHeartMedia  
Conal Byrne // CEO, iHeartPodcast Network // iHeartMedia

**Location: Theater Loge 1 (TL1)**



iHeart MEDIA

**The Power Of Purpose // Brand Purpose In A Chaotic World**

Consumers want brands to use their influence for positive social change and give people experiences that enhance and empower their passions. Brands need to think about the importance of genuinely building social causes into the core business.

Raja Rajamannar // Chief Marketing & Communications Officer, President Healthcare // Mastercard

**Location: Theater Loge 2 (TL2)**



**Music Is Your Gateway // Boost Team Communication and Collaboration**

Successful teams in the workplace don't rely on individual intelligence, but on a collective acumen. Learn to identify the archetypes within the team and how music can effectively maximize team potential by building healthy collaboration and communication skills.

Nadine Levitt // Founder & CEO // WURRLYedu

**Location: Theater (T)**

WURRLYedu

**Sounds & Rhythm // Mindful Growth Through Voice & Harmonic Movement**

Through the use of body percussion exercise, vocal exercises, group relaxation and sound work using clay, wood, metal, and water percussion instruments we will explore and experience how the inner and outer rhythms of nature help us create balance in our lives.

Nacho Arimany // Composer, Multi-instrumentalist, & Musician for the Brain

**Location: Activities Area**

NACHO ARIMANY



**In-Conversation: Jonah Peretti // CEO & Co-Founder // BuzzFeed**

**Location: Hulu Satellite Stage (The Beverly O'Neill Theater)**

**Action Panel: The WORLDZ GoodFronts**

Presented in association with Ad Council The WORLDZ GoodFronts™ are an “action auction” in which social organizations compete for the time, talent and platforms. A variation of the popular television “Upfronts,” The GoodFronts™ are designed to engineer positive change by connecting the most important causes of our day with the resources needed to achieve their missions.

**Hosts:**

Ross Martin // CEO // Blackbird  
SuChin Pak // Journalist

**Presenters:**

Life is Good Kids  
International Rescue Committee  
Comic Relief  
Seize the Awkward

**Location: Polaris Stage (Cultural Hub)**

**Frame By Frame // Optimize Video With Measurement & Output To Move Your Bottom Line**

Make sure your storytelling and video content are ACTUALLY being seen and are ACTUALLY engaging. Understand the value of your content and get a grip on your viewership through clear metrics.

Marcia Elizabeth Favale // Founder & CEO // Blingby

**Location: Seaside 1 (S1)**

**Your State Of The Union // Persuasive Writing Workshop**

Learn firsthand, from former White House speechwriters, how to navigate in an era of high skepticism and intense tribalism. Practice the art and craft of writing the sound bites you'll need to move your audience to action. The perfect workshop for when you need to strengthen the state of your union, or when no comment isn't an option!

Dylan Loewe // Principal // West Wing Writers

**Location: Seaside 7 (S7)**

**Conquering Chaos // How To Lead Through Uncertainty**

It's not about what happens to you but how you react, that matters most. We'll discuss how to handle high stakes, maintain resilience and empower execution suitable for any situation.

Jake Wood // Co-Founder & CEO // Team Rubicon

**Location: Seaside Ballroom A (SBA)**

**Closing The (Gen) Gap // Establishing Meaningful Connections With Gen-Z**

As their interest in traditional consumption constructs wane, how do brands and organizations connect to Gen-Z in substantial and relevant ways? Learn how your company can expand its market by creating a meaningful connection with this essential audience.

Doug Palladini // Global Brand President // Vans

**Location: Seaside Ballroom B (SBB)**

**World Building // Discover Experiential And Extend Your Brand's Story**

From the creators of 'The Simpsons' Springfield at Universal Studios and the first-ever Cartoon Network Hotel, learn the ins & outs and discover brand loyalty through immersive, emotionally-engaging experiences. Extend your footprint and get a first look at what's next in this world.

Steve Trowbridge // Co-Founder // Farbound

Tim Rheault // Co-Founder // Farbound

Christine Wacker // VP, Global Location Based Entertainment // Discovery Destinations

**Location: Theater Lobby (TL)**

**Culture Through Content // Unpacking HBO'S 'The Defiant Ones'**

Explore how HBO partnered with Translation LLC to develop an ambitious and intricately plotted campaign in creative collaboration with their visionary filmmakers and film subjects that intersected the definition of defiance with existing human behaviors: after all, people don't tell brand stories, they tell people stories.

Chaucer Barnes // CMO // Translation LLC

Lucinda Martinez // EVP, Brand Marketing // HBO

**Location: Seaside Lobby (SL)**

**#LoveTravels Beyond Barriers // Travel As A Catalyst For Peace & Inclusivity**

Travel can be a catalyst for spreading peace and inclusivity around the world. Explore four incredible stories of inclusion and learn to apply the lessons from each to drive your business and change our world for the better.

Joanna Todd // VP, Global Partnerships & Strategic Alliances // Marriott International

Beyond Barriers Grant Recipients

**Location: Theater Loge 1 (TL1)**

**Games Into Green // Converting Fandom Into Big Business**

Dive into the gamers' universe and understand why both brands & celebrities are turning fandom into ROI positive investments to move the needle on engagement.

Andy Kleinman // CEO & Founder // Wonder

Kristen Valnicek // Founder // KittyPlays

Ryan Detert // CEO // Influential

**Location: Theater Loge 2 (TL2)**

**Brain In Brainstorming // The Marketer's Guide To Organizing Your Ideas**

Most brainstorming sucks. Learn why creativity is so powerful and how you can harness yours for success. Explore mind-mapping and learn to leverage this powerful tool to manage information overload for hyperbolic multitasking.

David Shing // Digital Prophet // Shingy

**Location: Theater (T)**

**Stretch For Success! // Align Your Mind & Body For Peak Performance**

This workshop will break down the art and science of how to Align your body while diving into the fundamental principles of effective stretching and movement mechanics in daily life. Attendees will walk away with a deep understanding of how to move more effectively and develop a stronger relationship with their bodies to feel stronger and more confident.

Aaron Alexander // Founder // Align Movement

**Location: Activities Area**



**Action Panel: Becoming Super Women // Female Leaders Talk Balance & Burnout**

Moderated by bestselling author Nicole Lapin, in advance of her next major release "Becoming Super Woman" this panel dives into the work and lives of three female founders running giant businesses - they talk priorities, learning to balance and the dangers of leaning in.

Nicole Lapin // NYT Bestselling Author and TV Personality // Nothing But Gold Productions  
Lavinia Errico // Founder, Equinox Fitness Clubs & Inside Out Movement // Equinox  
Rosie O'Neill // Co-Founder & Co-CEO // Sugarfina  
Paige Adams-Geller // Founder & Creative Director // PAIGE

**Location: Polaris Stage (Cultural Hub)**



**Staying True // TRANSFORM Your Marketing To Scale 1:1 Engagement**

Learn how digitally-progressive enterprises reconceive strategy, data, technology, process and teams to get REAL transparency! You can create intimacy at scale and learn to foster the 1:1 engagement every consumer needs to stay loyal.

Josh Neckes // Co-Founder & President // Simon Data

**Location: Seaside 1 (S1)**



**Beyond The :30 // Reaching New Waves Of Digital Natives**

It's a crowded marketplace and there is no "one size fits all" when it comes to reaching your consumer. We'll dive into a few marketplace trends driving audiences' attitudes and behaviors around streaming, and discuss how this impacts brand messaging, ad experiences and formats.

Julie Detraglia // VP, Research & Insights // Hulu

**Location: Seaside 7 (S7)**



**Collaborate, Create, Repeat // Achieving The Impossible**

Take on the problems you never thought you could solve in both your life and your work. Learn to shift your thinking so that you can create the change you want to see in our world.

Mick Ebeling // CEO & Founder // Not Impossible Labs

**Location: Seaside Ballroom A (SBA)**



**When Brand & Corporate Reputation Collide // Crafting A Relevant, Reputable & Trusted Brand**

The worlds of corporate reputation and brand building are becoming more intertwined than ever. Brand trust is one of the most valuable equities a brand can have and it is earned not only by the action it takes but the reputation it builds. This session will provide a crash course in crafting a corporate narrative that helps protect, promote and evolve your brand's reputation.

David Armano // Global Strategy Director // Edelman  
Jamie Kieffer // Managing Director, Enterprise Branding / Edelman

**Location: Seaside Ballroom B (SBB)**



**ON AIR NOW! // Live Television & Real-Time Marketing To Keep Eyes On You**

Tune-in to this session and learn how to leverage that elusive 'live entertainment' for a big punch with your audience.

Tim Nolan // Executive Creative Director // A+E Networks  
Sabrina Malik // VP, Marketing & Strategy // A+E Networks  
Jonathan Davis // VP, Brand Creative // A+E Networks

**Location: Theater Lobby (TL)**



**Business Darwinism // Maintaining Brand Relevance On A Global Scale**

Leverage emerging markets and understand how to pivot your strategies so that your organization stays on top! You'll unpack a brand behemoth's approach to stay relevant when the world and your customers continue to evolve.

Stephane De La Faverie // Global Brand President // Estée Lauder

**Location: Seaside Lobby (SL)**



**A To Gen-Z // Effective Communication To Move Gen Z Audiences**

Dive into this session to learn how Overtime has become a Gen Z favorite and how to apply the same overall principles to your brand messaging. It's what you say AND how you say it when it comes to engaging this hard-to-reach demo!

Zack Weiner // Co-Founder & President // Overtime

**Location: Theater Loge 1 (TL1)**



**Brand Reinvention // Multisensory Branding In A Multidimensional World**

In a multidimensional world, every brand marketer needs to rethink their brand strategy for the digital age. It's not just about visual brand identity anymore.

Raja Rajamannar // Chief Marketing & Communications Officer, President Healthcare // Mastercard

**Location: Theater Loge 2 (TL2)**



**Community Through Vulnerability // Storytelling Workshop With IN-Q**

Take a deep dive into an expressive journey you'll never forget. Led by national poetry slam champion & multi-platinum winning songwriter, IN-Q, this team building workshop will take your leadership to the next level through vulnerability and expression. Elevate your skill set and learn to lead with authenticity - from vulnerability comes true strength.

IN-Q // National Poetry Slam Champion & Multi-Platinum Winning Songwriter **Location: Theater (T)**



**SEEN-HEARD-HELD // Relate, Relax and Recharge**

Join us on a journey into deeper connection with yourself and your fellow participants. In this workshop, we'll explore simple practices that you can start using immediately to enhance communication skills, decrease stress, improve mood, and make a measurable difference in your life - and the world.

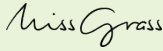
Aviva Mohilner // Founder // HELD

**Location: Activities Area**



**In-Conversation: WWE's Stephanie McMahon + Becky Lynch + Charlotte Flair**

**Location: Hulu Satellite Stage (The Beverly O'Neill Theater)**



**Action Panel: The Green Rush // Innovation & Disruption Is Cropping Up**

Beyond the 101 explore how different perspectives are approaching the ubiquitous take over of the canna-biz. Hear from the key players on where the green game is headed next!

- Ted Chung // Co-Founder // Merry Jane
- Joshua Shelton // CEO // Green Street Agency
- Kate Miller // CEO // Miss Grass
- Mark Schermers // CMO // Sunday Goods
- Jim Baudino // President // Merry Jane

**Location: Polaris Stage (Cultural Hub)**



**Kwik Tricks // Unlocking Your Hidden Potential**

Train with Jim Kwik, the exclusive brain coach for Elon Musk and Will Smith, as he takes you through a selection of brain and life hacks.

- Jim Kwik // CEO & Founder // Kwik Learning

**Location: Seaside 7 (S7)**



**People First // HR, Marketing & The Future Of Talent Management**

Two-thirds of us are unhappy at work. A new partnership dynamic between Marketing and HR is redefining how companies understand, engage and unlock the potential of their greatest asset - people.

- Neil Bedwell // Founding Partner // Local Industries
- Mark Kaestner // Global Director, Learning, Leadership & Executive Development // The Coca-Cola Company

**Location: Seaside Ballroom B (SBB)**



**Brave Brands // Brands Get Comfortable With Being Uncomfortable**

From the Brief to the Final Product, learn to push yourself out of your comfort zone and achieve campaigns with your agency that disrupt, innovate and help you to take that leap of faith!

- Michael Claypool // Managing Director // TBWA/Chiat/Day

**Location: Seaside Lobby (SL)**