

Digital Media 101 Agenda

SUNDAY NOVEMBER 19

MEET AND GREET

7:00 p.m. – 9:00 p.m.

TransCanada Pipeline Pavilion Foyer

Digital Media 101 participants and speakers meet in the TransCanada Pipeline Pavilion Foyer for refreshments, snacks, and introductions.

MONDAY NOVEMBER 20

BREAKFAST

7:00 a.m. - 8:30 a.m.

Banff Centre Dining Room

WELCOME AND BRIEF INTRODUCTION

9:00 a.m. - 9:15 a.m.

Telus Studio

Digital Media 101; how the days will flow, who is here and why, and what Digital Media 101 will provide for participants.

Daryl Beatty, *Accelerator Manager, The Banff New Media Institute*

Jim Olver, *Director of Customer Service, The Banff Centre*

KEY NOTE ADDRESS: DIGITAL B.C.

9:15 a.m. – 9:45 a.m.

Telus Studio

Steve Bocska, *Joint CEO, Hotheadgames Inc. Vancouver*

The popularity of video games and interactive entertainment is steadily increasing. Talented designers and skilled programmers are producing high quality and exciting gameplay for children, teenagers, and markedly more adults. This increase in consumer engagement reveals game development as a creative and profitable expression of digital media.

Steve Bocska will discuss the current state of the digital media industry in British Columbia, with a focus on gaming.

BUILDING INFRASTRUCTURE IN THE WEST

9:45 a.m. - 10:30 a.m.

Telus Studio

Cathy King, *VC Regional Leads Network Provincial Coordinator, 2Learn.ca Education Society/TELUS Learning Connection, Edmonton*

Digital media combines technical innovation with creativity to develop business solutions to deliver sophisticated yet easy to use interactive programs for education and training. The Alberta Supernet is a high capacity network that connects our schools, hospitals, libraries, and government offices, making information sharing and service delivery better than ever.

Cathy will discuss the Supernet project and infrastructure in the West as it relates to economic and community development. Cathy will also discuss how it relates to community development in Northern Canada, not limited to N.W.T.

COFFEE BREAK

10:30 a.m. - 11:00 a.m.

Telus Studio

WHAT IS DIGITAL MEDIA?

11:00 a.m. - 12:00 noon

Telus Studio

Ron Thiele, *President and CEO, Xpan Interactive Ltd., Calgary*

Digital Media combines technical innovation with creativity to develop business solutions to deliver sophisticated yet easy to use interactive programs for education, training and multi-platform products for personal and public entertainment.

Ron will lead an audience guided tutorial on using digital media as a business tool. Ron will explain the basics of digital media while you learn how to make use of blogs and wikis. Bring along your projects and ideas for digital media consulting as Ron guides you through an interactive tutorial after lunch.

LUNCH

12:00 p.m. - 1:00 p.m.

Banff Centre Main Dining Room

DIGITAL MEDIA TOOLS

1:00 p.m. – 2:00 p.m.

Telus Studio

Ron Thiele, *President and CEO, Xpan Interactive Ltd., Calgary*

Ron continues with an audience guided tutorial. Please let Ron know what you are interested in learning at this session.

THE IMPACT OF DIGITAL MEDIA

2:00 p.m. – 2:30 p.m.

Telus Studio

Emerson Killam, *Senior Web Specialist, The Banff Centre, Banff*

Given that the Internet is a platform that enhances people's abilities to access, store, interact with, and transmit vast amounts of information; the tools used within this technology have given rise to a host of difficult issues including privacy and copyright amongst others.

Emerson will discuss monitoring the use of digital media tools within an organization. Topics covered will include blogs, privacy, and copyright issues.

EDUCATION AND DIGITAL MEDIA

2:30 p.m. – 3:00 p.m.

Telus Studio

Debra Greig, *Chief Executive Officer and Founder, ShirWin Knowledge & Learning Systems Inc.*

As the digital media industry develops, it is crucial that education and the production community take every opportunity to maximize the use of technology for education. Debra will discuss the benefits of distance education in Alberta and beyond.

COFFEE BREAK

3:00 p.m. - 3:30 p.m.

JPL

Foyer

THE EVOLVING NATURE OF DIGITAL MEDIA

3:30 p.m. – 4:00 p.m.

Telus

Studio

Ken Bautista, *CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta*

Adam Jevne, *Managing Director, Balance Media Ltd.*

Ken Bautista and Adam Jevne will discuss what's in store for the future of digital media. Ken and Adam will also discuss what opportunities, particularly in Alberta, are available for digital media companies.

OPTIONAL HIKE UP TUNNEL MOUNTAIN

4:00 p.m. – 5:30 p.m.

Meet at JPL Tree

Join us for a hike up Tunnel Mountain or the Hoodoo Trail. Weather permitting.

DINNER

5:30 p.m. – 7:00 p.m.

Banff Centre Main Dining Room

TUESDAY NOVEMBER 21

BREAKFAST

7:00 a.m. - 8:30 a.m.

Banff Centre Dining Room

SERIOUS GAMING IN ALBERTA: UNDERSTANDING THE GREY AREA BETWEEN LEARNING AND PLAYING

9:00 a.m. – 10:30 a.m.

Telus Studio

Michael Magee, PhD, University of Calgary, Calgary

Owen Brierley Producer, Hotrocket Studios Inc./Rocketfuel Productions Inc., Vice-President, Digital Media Association of Alberta, Edmonton

With the growth of serious games as a burgeoning branch of simulation based learning environments within education, health, military, and government, more and more discussion is happening around the place of “entertainment” in games. This panel will look at questions that deal with hot topics such as: instructional designers sucking the fun out of games, games distracting from necessary learning outcomes, and the role of the instructor/facilitator in the game.

COFFEE

10:30 a.m. – 10:45 a.m.

JPL Foyer

ALBERTA PERSEPECTIVE – CASE STUDIES

10:45 a.m. – 12:00 noon

Telus Studio

Digital media is a young and emerging industry in Alberta with a potential to become one of the main drivers of the Alberta economy in the digital era ahead. Two Alberta companies discuss their businesses as a case study for innovation.

Kurtis Lesick, Creative Director, Kulturlab, Calgary

Kulturlab works independently and with client organizations to develop cutting-edge, multiplatform educational and entertainment projects. Working across media including web, television, film, mobile phone (audio, video, text, locative gaming), and podcasting, kulturlab creates unique, immersive and branded narratives that captivate users and create dedicated audiences.

Ron Thiele, *President and CEO, Xpan Interactive Ltd., Calgary*

Xpan Interactive develops uniquely creative solutions that engage, inform and educate your audience allowing you to realize your business objectives. They also develop advanced learning systems, multimedia and Internet solutions.

Adam Jevne, *Managing Director, Balance Media Ltd., Edmonton*

Balance Media Limited, established in 2000, is a full service application development firm specializing in online systems and web-based business solutions. The company develops and supports organization specific technology strategies, providing both technology and human expertise to reinforce operational business performance.

Service expertise and capability includes: portal development; knowledge centre and application development; intranet and extranet development; database development; software integration; information architecture design; integrated design services and interface design.

LUNCH

12:00 a.m. – 1.00 p.m.

Banff Centre Dining Room

CURRENT DIGITAL MEDIA INITIATIVES

1:00 p.m. - 2:30 p.m.

Telus Studio

Ken Bautista of Hot Rocket Studios Inc. and Susan Kennard director and executive producer of the Banff New Media Institute discuss current digital media initiatives in Alberta such as the Digital Media Association, The Banff New Media Institute, and the Accelerator program.

Susan Kennard, *Director & Executive Producer, The Banff New Media Institute*

Digital Media 101 is but one component of the decade old Banff New Media Institute. Active in the field of technology, art and culture since the advent of global connectivity and the information revolution. The Banff New Media Institute provides a unique, stimulating and vital working context for the development of knowledge and craft related to the field of new media.

New media is at the same time established and ephemeral. It is in the space between that the BNMI locates itself by working with individuals, companies, teams, and partners in its exploration and pursuit of uninhibited creative excellence and pluralism. The "re-engineering" of technology as artistic, social, or commercial strategy continues to motivate, offering entirely new possibilities for the development of the field and the program offerings of BNMI.

Ken Bautista, *CEO and Executive Producer, Hotrocket Studios Inc. Vice President, Digital Media Association of Alberta*

OPEN FORUM

2:30 p.m. - 4:00 p.m.

JPL Foyer

Join us for some wine and cheese where participants and presenters can brainstorm ideas for building the Digital Media industry.

DINNER

5:30 p.m. - 7:00 p.m.

Banff Centre Dining Room