

Day 1 – Friday, 4 March

8:30am – 10am Registration

(Husky Energy Foyer – The Max Bell Building)

Registration, coffee with fellow Workshop Participants

10am – 1pm Workshops (add-ons for participants)

Creating and Developing Entertainment IP: What it takes to make it in the story business.

(Max Bell Auditorium – Max Bell Building)

Many of today's biggest movies, TV series and games are based on existing Intellectual Property (IP). Marvel Comics has famously transferred their comic book characters (Iron Man, Spider-Man, X-Men, Captain America, etc.) to blockbusters on the big screen. Same with DC Comics/Warner Bros. (Superman, Batman). Other major studios – Pixar, DreamWorks, Paramount, etc. – are always looking for the next big franchise. But where and how do you find entertainment IP, or, more importantly, how do you develop your own IP?

Join former Marvel Editor-in-Chief Carl Potts, author of the bestselling book *The DC Comics Guide to Creating Comics: Inside the Art of Visual Storytelling*, as he explains how properties are found and developed from an insider's perspective.

Carl relates his experiences in finding/developing original entertainment IP and developing existing properties while at Marvel and Epic, as well as his personal experiences.

The seminar will cover:

- Generating new IP/titles proposals
- Having new characters introduced in established series (character may or may not spin off on their own)
- Top-down character creation (initiated by a client or employer)
- Characters inspired by historical incidents, family history or news story
- Subjects & Genres
- Mainstream vs. More Obscure IP
- Going against group wisdom (and delayed success)
- IPS that "failed" in one medium going on to film/game success in other media
- Developing concepts for use across all visual media
- Why the classic story arc is universal
- Juxtaposing ideas
- Unifying thematic statements
- Character internal and external conflicts
- Roadmap, ending
- Being cautious with facts gleaned from others w/o permission
- Building science fiction or fantasy worlds/universes with internal logic
- Deal/legal considerations for your IP and for developing and pitching others' IP
- Creator-owned vs. work-for-hire deals.
- Pitch agreements, options

CARL POTTS, Former Editor-in-Chief, Marvel Comics

10am – 1pm Workshop (add-ons for participants)

360 Storytelling & Technology Workshop

(Rice Studio – Jeanne and Peter Lougheed Building)

In the age of immersive, what are the storytelling rules and how does flow, character and content support the ultimate experience for your audience?

In this hands on workshop, instructors will roll up their shelves and share the new storytelling methods in these immersive mediums, the best practices, examples and hands on development with delegate's story concepts.

Delegates will walk away from the workshop:

- With a clear understanding and knowledge of story arch and development in Immersive

The technologies to consider in Immersive

- How to produce content to reside over multiple immersive platforms

- Highlights of what the future holds for Immersive entertainment and content.

DYLAN PEARCE, Director / Producer

CÉLINE TRICART, Independent Filmmaker and Stereographer

DENISE QUESNEL, Industry Liaison / Adjunct Researcher, Emily Carr University of Art + Design

12:30pm – 2pm Summit Registration

(Husky Energy Foyer – The Max Bell Building)

2pm – 3:00pm Welcome, Introductions & Opening Keynote

(Auditorium – The Max Bell Building)

The New Landscape of Media, Entertainment & Content

In this ever changing world of content, where do the opportunities exist. What new models of business and funding are available and how does content and creativity play a role.

CONN FISHBURN, Chief Strategy Officer, Zealot Networks

3:00pm – 3:30pm Coffee Break

(Husky Energy Foyer – The Max Bell Building)

3:30pm – 4:30pm Breakout Labs:

Lab: #1 – “We’re Through the Looking Glass Here, People:” Solutions from and for the Bleeding Edge

(Auditorium – The Max Bell Building)

Story is the most powerful form of information technology yet devised. Those who work with story know that, as a form, it offers powerful information storage and transmission, while also opening a location for collaborative work. This session is co-presented by two specialists in transmedia, story, and networked collaboration. Working as a team and individually, they create works of art, train students, work with the private and public sectors, and travel the world running workshops and consulting.

Those attending the session will:

- See examples of integration across story and IP
- Identify best practices from within our own, already, collaborative fields
- Address the challenges facing those looking for funding for their work in both the local and global context
- Receive a set of proven models to bring home
- Learn models for collaboration that include funders and regulators, while also profiling the need for solutions that are sustainable

Speakers:

PATRICK FINN, MFA, PhD, Associate Professor, School of Creative and Performing Arts, University of Calgary

OWEN BRIERLEY, Executive Director, Edmonton Digital Arts College, Sterling Award Winning Video Projection Designer

Lab: #2 – Canada’s YouTube Success Story – Aaron Bidochka, Creator, “RC Adventure”

(MB 251 – The Max Bell Building)

Join this panel of new media channel (NMC) experts discussing how they approach this new viable distributions channel. Learn what content work, how to build your audience and the relationship with YouTube and other platforms. Learn the key factors to insuring success in the NMC world.

Hear from “RC Adventures” YouTube Creator, Aaron Bidochka discusses how he has become one of Canada’s biggest success stories. Aaron’s credits include, 1 Million YouTube Subscribers, building a YouTube empire within seven years and becoming the biggest influencers in this niche market of RC. Learn about Aaron journey in becoming a digital media entrepreneur and advance your knowledge about the opportunities in digital media. Aaron will discuss the key points of his success and present his YouTube strategy playbook.

AARON BIDOCHKA, CEO / Executive Producer, RCSparks Studio

4:45pm – 5:45pm Panel: How to Succeed in Virtual Reality

(Auditorium – The Max Bell Building)

With the rapid growth in the VR industry and the technology accessible to the consumer, developing VR content is the new frontier. It’s a new medium with new best practices evolving every day. This session will explore technical, creative and business aspects of producing VR content.

Moderator: **FRÉDÉRIC GUARINO**, VR Strategist

Panelists:

DYLAN PEARCE, Director / Producer

CÉLINE TRICART, Independent Filmmaker and Stereographer

DENISE QUESNEL, Industry Liaison / Adjunct Researcher, Emily Carr University of Art + Design

5:45pm – 6:15pm The View from the Summit

(Auditorium – The Max Bell Building)

A 30,000’ view on the changing broadcast and webcast landscape in Canada

Moderator:

ANGELA HECK, Digital programs and Development, National Screen Institute

MARCIA DOUGLAS, Business Affairs and Digital Initiatives, Canada Media Production Association

6:15pm – 7:45pm Welcome Reception

(Elder Tom Crane Bear Room – The Max Bell Building)

Day 2 – Saturday, 5 March

8am – 9:15am Registration, coffee with fellow participants
(Husky Energy Foyer – The Max Bell Building)

9:30am – 10:30am Show me the Money: How to Make a Living in the New Content Business
(Auditorium – The Max Bell Building)

As the landscape of content creation, distribution, technology and audience and customer viewing habits continues to rapidly shift, the biggest questions facing today's professional are — where's the money for content production and merging media? This panel of experts will share their perspectives on new financial hybrid opportunities and the models that are currently working.

DON PARÉ, Chairman of RvC Inc., Real Value CEO Club
MATTHEW HERBERT, Business Development Officer, Real Value Capital

10:30am – 11:00am Coffee Break
(Husky Energy Foyer – The Max Bell Building)

11:15am – 12:30pm Storytelling Through the Lens
(Auditorium – The Max Bell Building)

What storytelling choices are made when reading the script and working closely with the Director and Actors. How does the Camera Operator approach the framing and creative decisions that give us that onscreen experience. Listen to this panel of Camera Operators with credits such as, Bridge of Spies, Joy, Scandal, War Horse, The Hunger Games: Mockingjay – Part 1 & 2, Munich, American Hustle, Saving Private Ryan. Iconic movie and TV clips will be screened and the onset creative choices and challenges will be discussed.

Panelists:

MITCH DUBIN, SOC – Bridge of Spies, Saving Private Ryan, War Horse, Lincoln

STEVE FRACOL, SOC – Scandal, Sons of Anarchy

DAVE THOMPSON, SOC – Joy, The Hunger Games: Mockingjay Part 1 & 2, American Hustle

Moderator:

MICHAEL JORGENSEN, p.g.a

12:30pm – 2pm Lunch
(Vistas Dining Room)

Lunch & Table Tops Discussions with Speakers and Experts

2:15pm – 3:15pm

Breakout Lab – Future Proofing your Content & IP for all Platforms

(Auditorium – The Max Bell Building)

In the new world of media and content, future proofing Intellectual property across all format must be part of the strategy to insure your audience is engaged now and in the future. Listen to this panel of producers, content owner discuss their experience and lessons learned to insure you maximize your content and story.

CARL POTTS, Former Editor-in-Chief, Marvel Comics

ANGELA HECK, Digital Programs and Development, National Screen Institute

3:30pm – 4:15pm Breakout Labs

Breakout Lab – Can the Auteur Still Exist?

(Auditorium – The Max Bell Building)

With the increasing relevance of virtual reality and interactive content, the art of creating media is increasingly judged by the user experience. In this talk, Beth Janson will explore the implications for auteurs and authorship in this new world of user-centered design, and provide some insight into how we might begin to nurture a sophisticated critical vocabulary for newer forms of storytelling.

BETH JANSON, Media & Philanthropy Strategist

4:30pm – 5:15pm Expert Huddle

It's a Wrap – Summit Review

(Auditorium – The Max Bell Building)

Moderator:

BETH JANSON, Media & Philanthropy Strategist

Panelists:

ANGELA HECK, Digital Programs and Development, National Screen Institute

DON PARÉ, Chairman of RvC Inc., Real Value CEO Club

MARCIA DOUGLAS, Business Affairs and Digital Initiatives, Canadian Media Producers Association

AARON BIDOCHKA, CEO / Executive Producer, RCSparks Studio

5:30pm – 6:30pm Closing Summit Reception

(Kinneer Centre – Room 203)