

Day 1 – Friday, 4 March

9am – 10am Registration

(Husky Energy Foyer – The Max Bell Building)

Registration, coffee with fellow Workshop Participants

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

CAITLIN BURNS: Sustainable Storytelling: What it takes to make it in the story business.

(MB 251 – Max Bell Building)

It's easy to look at the multi-platform media landscape and imagine a success story, but harder to build a sustainable business plan and a team, bringing your ideas to life. Who is really making money in the Entertainment Industry? How have the major players adapted to reflect technological opportunities?

We'll go platform by platform and look at where new opportunities exist and what's not ready for prime time. We'll look at the market landscapes and funding models for different platforms and discuss case studies to help you choose where your ideas will work best.

We'll review case studies and data-based insights on:

- Feature Film Franchises, Digital Streaming and new markets for mid-level film
- Original digital content, influencers and web channel models
- New trends in gaming, consoles, OTT and a la carte distribution
- Mobile, App, interactive and convergent technologies
- Emerging platforms: VR, AR, 360 degree interfaces
- Funding models, reaching out to the crowd, audience building and outreach
- The analytics, data gathering and new tools for you to demonstrate your results to new partners
- Attendees will walk away knowing how to build a transmedia strategy, and with a greater understanding of what platforms present financial opportunities and which platforms present the most exciting audience building potential. We will discuss best practices for listening and responding to audiences, and how to build that audience short and long-term for success.

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

DYLAN PEARCE, CÉLINE TRICART: 360 Storytelling & Technology Workshop

(Rice Studio)

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 sleeves 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

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 Content Convergence of Story and Technology

RASHIDA JEEVA, Head of Content AOL Canada & General Manager Huffington Post Canada

3:30pm – 4:30pm Breakout Labs:

Lab: #1 Digital Media Formats and Storytelling Strategies
(MB 251 – The Max Bell Building)

How does storytelling and character development change and differ depending on the platform distributed? What are the key elements of a transmedia strategy to insure full engagement? What time tested methods work and do not worked? This panel of transmedia experts discuss their experiences, successes and learnings to enable delegates with the best practices of transmedia.

3:30pm – 4:30pm Breakout Labs

Lab: #2 The Power of New Media Channels (NMC) and the Finances Behind Them

(MB 253 – 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.

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

(Auditorium – The Max Bell Building)

FRÉDÉRIC GUARINO: 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.

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

REYNOLDS MASTIN: A 30,000' view on the changing broadcast and webcast landscape in Canada

(Auditorium – The Max Bell Building)

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 Welcome, Day 2 Review & Opening Keynote Conversation:
(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.

JEBEN BERG, Chief marketing Officer, Zealot Networks

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

11:00am – 12:00pm Deep Dive
(Auditorium – The Max Bell Building)

Panel: Creating Your Digital Media Hybrid Funding Model – aka How to Make a Living with the New Content Business Model

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.

12:00pm – 12:30pm Case Study: Opportunities in Immersive Storytelling
(Auditorium – The Max Bell Building)

What opportunities are in the market and what does the future hold for immersive technology and storytelling. Learn from this case study presentation on who has captured this new technology medium and what needs to be considered and planned for before jumping into the world of immersive.

12:45pm – 2pm Lunch
Lunch & Table Tops Discussions with Speakers and Experts

2:15pm – 3:15pm Storytelling Through the Lens

Moderator: **MICHAEL JORGENSEN**

Panelists: **MITCH DUBIN, SOC, STEVE FRACOL, SOC, DAVE THOMPSON, SOC***

Iconic movie and TV shots will be screened and a panel of top industry Camera Operators will discuss how they got the shot – what storytelling choices and creative decisions were made that went into creating the onscreen experience. What tools and techniques are available to frame the shot and further the creative experience of the viewer.

**(Panelists pending production schedules)*

3:30pm – 4:15pm Breakout Labs

Lab #1 Pitch Perfect – What the New Media Outlets Buy & How to Sell to Them
(MB 251 – The Max Bell Building)

(OTT, NMC, digital media incubators, networks traditional and non traditional)

Have a story and content ready for the digital distribution. How do you package, sell and craft the best deal. This Lab will present the “how tos” in the digital world; how to sell, what they are seeking and what expectations do they have.

CARL POTTS: Lab #2: Future Proofing your Content & IP for all Platforms
(MB 253 – 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.

4:30pm – 5:15pm Expert Huddle

Moderator: **BETH JANSON**

All Speakers & Presenter on stage to review Story Summit 2016 – Group Q&A
(Auditorium – The Max Bell Building)

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