

STORYWORLD
conference + expo

10/31/2011

7:00 am - 8:30 am	**Registration Opens**		
8:30 am - 9:00 am	**Opening Keynote - The New Power of Story** Jordan Weisman, Harebrained-Schemes LLC and Go Go Kiddo Inc. Alison Norrington, StoryWorld Conference Council Chair, Founder, storycentralDIGITAL		
9:00 am - 9:45 am	**From Stories to Storyworlds** Brian Seth Hurst, CEO and Executive Producer, The Opportunity Management Company Zak Kadison, Chairman, President and CEO, Blacklight Jean-Francois Rodriguez, Head of Gaming and Transmedia, Orange Liz Rosenthal, Founder and CEO, Power to the Pixel David Tochterman, Head of Digital Media, Innovative Artists		
9:45 am - 10:00 am	**Video Storytelling 2.0 is Multilinear, Social and Interconnected** John Gilles, Vice President Sales and General Manager, Coincident David Gale, Executive Vice President, MTV Cross Media (MTVX)		
10:00 am - 10:15 am	**Break for Exhibit**		
10:15 am - 11:15 am	**Creating Content that Flows: From Concept to Contract to Launch** Lenny Brown, Director, Creative and Business Development, THQ Brent Friedman, President, Electric Farm Entertainment Tricia Pasternak, Transmedia Producer, Random House Worlds Robert Pratten, Founder and Managing Director, Transmedia Storyteller Ltd		
11:15 am - 12:00 pm	**Disrupt: Stories as R&D** Lance Weiler, The WorkBook Project		
12:00 pm - 1:30 pm	**Exhibit Hall, Lunch and InProduction Showcase**		
1:30 pm - 2:20 pm	**New Business Models – be small, think big, move fast**	**The Evolution of Gaming Behaviors** Evan Jones, Creative Director/Producer,	**Convergence Culture In Business: Franchising & Product Integration**

	Christy Dena, Director, Universe Creation 101 Ian Ginn, Founder, Transmedia Learning Network Kevin Franco, Founder, Francomedia Alison Norrington, StoryWorld Conference Council Chair, Founder, storycentralDIGITAL Mike Knowlton, Founder, Murmur	Stitch Media Dan Hon, Interactive Creative Director, Wieden + Kennedy Jim Babb, Co-Founder, Lead Game Designer, Awkward Hug Steve Peters, Senior Designer, Fourth Wall Studios Gabe Zichermann, CEO, Gamification Co	Blerime Topalli, Founder, Brand Band Inc Cheryl Rubin, Powerhouse Branding John David Heinsen, CEO and Executive Producer, Bunnygraph Entertainment, Inc. Miguel Gonzalez, Planning Director, Euro RSCG Chicago
2:30 pm - 3:20 pm	**"Curiouser and Curiouser!" Narrative Design and Opportunities** Carolyn Handler Miller, Writer / Narrative Designer Flint Dille, President, Ground Zero Productions Geoffrey Long, Transmedia Producer, Narrative Design, Microsoft Studios Aaron Archer, Vice President Brand Design and IP Development, Hasbro Frank Rose, Correspondent, Wired	**Sustaining Discoverability: Buzz and Crowd control** Brian Clark, CEO and Partner, GMD Studios Mauricio Mota, Chief Storytelling Officer & Co-Founder, The Alchemists Yomi Ayeni, Founder of Articipate Media and creator of crowd-funded steampunk experience Clockwork Watch	**The Distribution Dilemma: Paywalls, Piracy & Subscriptions** Lee Clancy, SVP of Product Management & General Manager of Direct Revenue, IMVU Olivier Delfosse, Vice President, Interactive, Mobile & Digital Content, FremantleMedia Jason George, CEO, Telescope Inc. Charles Hudson, CEO, Bionic Panda Games
3:20 pm - 4:00 pm	**Break for Exhibit**		
4:00 pm - 4:50 pm	**Co-Managing in Collaboration with Stakeholders** David Tochterman, Head of Digital Media, Innovative Artists Zak Kadison, Chairman, President and CEO, Blacklight Scott Walker, President, Brain Candy, LLC Joel Gotler Christopher Kenneally, Director, Business Development & Author Relations, Copyright Clearance Center		
5:00 pm - 6:30 pm	**Opening Cocktail Reception**		
7:00 pm	**Self-Guided San Francisco Halloween Tour**		

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8:30 am - 9:00 am	**It All Started With a Mouse** Orrin Shively, Director of Art & Design, Disney Online Studios Alison Norrington, StoryWorld Conference Council Chair, Founder, storycentralDIGITAL
9:00 am - 9:45 am	**Worldbuilding & Mythology** Jeff Gomez, CEO, Starlight Runner Entertainment
9:45 am - 10:00 am	**Introducing Demibooks - A World of Interactive books for Children** Rafiq Ahmed, Founder and President, Demibooks
10:00 am - 10:15 am	**Break for Exhibit**

10:15 am - 11:15 am	**Measuring Multiplatform IP** Jeff Bernstein, EVP, Global Managing Partner, Universal McCann Gunther Sonnenfeld, New Media Advisor & Digital Innovator, Transmedia Creator and Social Entrepreneur Ben Straley, CEO and Co-Founder, Meteor Solutions Mike Monello, Co-Founder and Executive Creative Director, Campfire		
11:20 am - 12:00 pm	**Navigating The Silos** John David Heinsen, CEO and Executive Producer, Bunnygraph Entertainment, Inc. Rosie Allimonos, BBC Nicoletta Iacobacci, Crossmedia and Multiplatform Activities, European Broadcasting Union Lisa Hsia, Executive Vice President, Digital Media, Bravo Ivan Askwith, Head of Digital and Interactive, Lucasfilm		
12:00 pm - 1:30 pm	**Exhibit Hall, Lunch, In Production Showcase and Graphicly Presentation**		
1:30 pm - 2:20 pm	**Streets that Tell Stories - How Pervasive Gaming Engages Audiences** Constance Fleuriot, University of the West of England Hazel Grian, Creative Director, Aardman Digital Jeff Hull, Creative Director, Nonchalance Christy Dena, Director, Universe Creation 101	**Pitching and Selling Your Idea - Challenges and Parameters** Kenneth Swezey, Attorney, Cowan DeBaets Abrahams & Sheppard Mike Monello, Co-Founder and Executive Creative Director, Campfire Toby Moores, CEO, Sleepydog ltd Jesse Albert	**Licensing, Branding and Commericial Viability** Guthrie Dolin, Principal, Director of Brand and Strategy, Odopod Kevin Brown, Art Development Manager, Sony Computer Entertainment America Mike Wiese, Director of Branded Entertainment, JWT Ivan Askwith, Head of Digital and Interactive, Lucasfilm
2:30 pm - 3:20 pm	**Generation C and Shared StoryWorlds** Esther Lim, Digital Strategist / Chief Experience Architect, The Estuary LLC Pamela Rutledge, Co-founder, A Think Lab Scott Walker, President, Brain Candy, LLC Molly Barton, Vice President, Penguin	**Look What Tech Can Do! How Will Technical Innovation Change the Business and Nature of Storytelling?** Gene Becker, AR Strategist, Layar Nina Lassam, Marketing, Wattpad Brad King, Professor, Ball State University Oren Jacob, ToyTalk	**Managing Rights in a Participative Canon - Co-creation, Mash Ups and Fan Fiction** Bradley Garrett, Attorney, Cohen Garnder LLP Sparrow Hall, Transmedia Author and Brand Developer, Hydrogen Media Sarah Hinchliff Pearson, Senior Counsel, Creative Commons Anita Ondine, Transmedia Producer David Tochterman, Head of Digital Media, Innovative Artists
3:20 pm - 3:45 pm	**Break for Exhibit**		
3:45 - 4:30	**Show Me The Money** Andrea Phillips, Transmedia writer, game designer, author Ana Serrano, Founder & Director, CFC Media Lab Nuno Bernardo, beActive Entertainment Marcus Gillezeau, Principal Partner, Firelight Productions		

4:30 pm - 5:15 pm	**The Way Forward** Alison Norrington, StoryWorld Conference Council Chair, Founder, storycentralDIGITAL Jeff Gomez, CEO, Starlight Runner Entertainment Brian Seth Hurst, CEO and Executive Producer, The Opportunity Management Company Tim Kring, Multiplatform Storyteller Albert Cheng, Executive Vice President and Chief Operating Officer, Digital Media, Disney / ABC Television Group Vivi Zigler, President, Digital Entertainment, NBCUniversal
7:00 pm - 9:30 pm	**Inside Experience at the Hub SoMa** Billie Goldman, Partner Marketing, Intel Corporation PJ Pereira, Chief Creative Officer, Pereira & O'Dell

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9:00 am - 5:00 pm	**StoryWorld UNConference**
9:00 am - 10:00 am	**Story Architecture - Crafting Transmedia Design** Siobhan O'Flynn, CFC Media Lab Karine Halpern, Digital and Cultural Communications Consultant Scott Walker, President, Brain Candy, LLC
10:15 am - 11:00 am	**Interactive Storytelling** Jan Libby, Storyworld Creator and Experience Designer, Vodville Brian Clark, CEO and Partner, GMD Studios Brad King, Professor, Ball State University
11:15 am - 12:00 pm	**Character-centric Storytelling** Miles Maker Helen Klein Ross, Brand Fiction Factory Alison Norrington, StoryWorld Conference Council Chair, Founder, storycentralDIGITAL
12:30 pm - 1:15 pm	**Narrative Design Discussion** Stephen Dinehart, Chief Wizard, Narrware Jeff Gomez, CEO, Starlight Runner Entertainment Geoffrey Long, Transmedia Producer, Narrative Design, Microsoft Studios Christy Dena, Director, Universe Creation 101
1:30 pm - 3:00 pm	**StoryWorld Speed-Mentoring**