



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 Tochtermann, 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 Studios 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 Tochtermann, 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		
11/01/2011			
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 Pitching and Selling Your Idea - Gaming Engages Audiences Challenges and Parameters

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

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 Commercial 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 Tochtermann, 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

11/02/2011

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