

storytech

telling stories,
curating connections.

STORYTECH CURATED & PRODUCED NAB SHOW SESSIONS (Chronological, M = Moderator)
All sessions are in West Hall except “Empowering Creators” (in South Hall) / Exhibits Pass (All Badge Access)

SUNDAY, APRIL 14

10:45-11:15	<u>An Update From The World of Fan Owner Entertainment</u> Phillip Alvelda, CEO and Chairman, Infinite Entertainment (M); Jordan Bayne, Founder & CEO, The Film3 Squad; Paul Scanlan, Co-Founder & CEO, Legion M; Stephen Murray, Founder and Co-CEO, BINGEABLE	Capitalize Theater
11:45-12:45	<u>Connectivity Town Hall: New Toolsets For Creating Efficiencies with 5G and Private Wireless Networks</u> Josh Arensberg, Chief Technology Office, M&E, Verizon Business	Conversation Corner W2149
12:00-12:40	<u>Empowering Creators: Unveiling the Credentials Revolution in the Creator Economy</u> Lori H. Schwartz, Founder and CEO, StoryTech (M); Daniel Abas, Founder and President, Creators Guild Of America (CGA); Dylan Huey, CEO, REACH; Jared Kleinstein, CEO, Gondola	South Upper Creator Lab Theater 4154
2:00-2:30	<u>Re-Inventing the Release Window through Smart Digital Monetization</u> Mel Wilson, Founder & CEO, Solve Innovations (M); Austin Worrell, Co-Founder & COO, KINO; Jane Yu, Co-Founder, Monolithic Content; Noam Dromi, Managing Director & Executive Producer, Reboot Studios	Capitalize Theater
2:00-3:00	<u>Staying Ahead of The Curve: Producing Great Content with Emerging Media Technology</u> <i>Presented by the Television Academy’s Emerging Media Programming Group</i> Lori H. Schwartz, Founder and CEO, StoryTech (M); Bernie Su, Showrunner, Director and Producer; Christina Lee Storm, Governor, Emerging Media Programming Group, Television Academy, Co-Founder, PLAYBOOK; Faryar Ghazanfari, Co-Founder and CEO, Clipo Inc; Nikki Tomaino, Co-Founder & Chief Creative Officer, FableLight Studios	W219

SUNDAY, APRIL 14 (Cont'd)

- 3:30-4:30 [Redefining IP Ownership and Creative Vision with Film3 Townhall](#) Conversation
Jordan Bayne, Founder and CEO, The Film3 Squad Corner W2149
- 4:00-4:30 [How Niche Communities Are Shaking Things Up in the World of Streaming](#) Capitalize
Maria Thrasher, Business Partnerships & Development Executive, Hearst Media Production Group (M); Theater
Adriana Shaw, Founder & President, HERFLIX; Andrea Berry, Head of Business Development, Theta Network;
Daril Fannin, Co-Founder and CEO, KINO

MONDAY, APRIL 15

- 10:00-10:30 [Harnessing AI-Driven Storytelling For Efficiencies in Content Creation](#) Capitalize
Rachel Joy Victor, Co-Founder, FBRC.AI (M); Alex Porter, CEO, Mod Tech Labs; Jean-Daniel LeRoy, CEO & Theater
Co-Founder, Playbook XR; Saraswathi "Vani" Balgam, Creative Director and CEO, Dancing Atoms
- 10:00-11:00 [Creative Lens on Compelling Content: Artistic and Commercially Successful AR, VR, and Mixed Reality](#) W219
Laura Mingail, Founder, Archetypes & Effects (M); Eric J. Krueger, Head of Production- Metaverse
Entertainment Content, Reality Labs, Meta; Elijah Allan-Blitz, Emmy Award-Winning Immersive Director;
Michaela Ternasky Holland, Emmy Award-Winning Immersive Director; Nonny De La Pena, Founding
Director - Narrative and Emerging Media, Founder, Arizona State University, Emblematic Group
- 11:30-12:30 [Unscripted Evolution: How AI is Reshaping Reality TV and Documentaries](#) W225
Lori H. Schwartz, CEO and Founder, StoryTech (M); Andy Beach, Chief Technology Officer, Media and
Entertainment, Microsoft; Irad Eyal, Founder, Quicature & Haymaker West; Megan Chao, VP, Development
& Production, Birman Productions, Inc.; Oz Krakowski Chief Business Development Officer, Deepdub
- 11:30-12:30 [Creative Lens on Experiential Entertainment: at the Intersection of Storytelling, Live Events and Tech](#) W219
Gregg Katano, Founder and CEO, Cosmos Collab (M); Alyssa Landry, Creative Director; Dina Meyers
SVP Business Development, Round Room Live; Jillian Austin, Director of Brand Partnerships, Area15;
Matt Edelman, President and CCO, Super League; Paul Washburn, Creative Director, Mattel Adventure Parks
- 4:00-4:30 [Transformative Impact of Digital Backlots on Visual Effects, Set Design, & Overall Narrative Engagement](#) Capitalize
Jess Loren, CEO and Founder, Global Objects (M); Erick Geisler, CTO, Global Objects; Jerome Prescod, Theater
Senior Program Manager Content Security, The Walt Disney Studio

TUESDAY, APRIL 16

- 10:00-11:00 [**Creative Lens on Live Sports: Next Gen Video Production and Fan Experiences**](#) W219
Matt Coleman, CEO, FansXR (M); Ally Coulson, Marketing Director, Disguise; Grant Nodine, SVP of Technology, National Hockey League; Jason Yim, Founder and CEO, Trigger XR; Timothy Stevens, Global Leader of Strategic Innovation for Sports, Media, and Entertainment, Verizon
- 10:00-10:30 [**Entertainment Evolved: Cultural Shifts and Monetization through Gaming**](#) Capitalize Theater
Heather Healy, VP of Brand Strategy, Super League (M); Felix LaHaye, Founder, United Esports; Greg Selkoe, Co-Founder and CEO, XSET; Ryan Johnson, Co-Founder and CEO, Cxmmunity Media
- 11:00-12:00 [**Virtual Production Town Hall: Using VP Tools to Create Big Budget Ideas with an Indie Pocketbook**](#) Connect Zone W3943
A.J. Wedding, Founder and CEO, Orbital Studios
- 11:00-12:00 [**Shoppable TV Ads \(As Performance Channels!\) Town Hall**](#) Conversation Corner W2149
Peter Scott, Chief Strategy Officer, Play Anywhere; Luis Cardenas, Head of Partnerships, La Liga
- 11:30-12:30 [**Creative Lens on Virtual Production -Empowering Storytelling with New Workflows**](#) W219
JT Rooney, Creative Producer, Silent Partners Studio (M); Megan Hill, Executive Producer and Vice President of Studio Operations, Vu Studios; Miguel Churruca, Marketing and Communications Director, Brainstorm Multimedia; Noah Kadner, Virtual Production Editor, American Cinematographer Magazine; Peter Hyoguchi, CEO, Roninfilm
- 1:30-2:30 [**The Next Business Model For Hollywood**](#) W225
Seth Shapiro, Partner, Alpha Transform Holdings (M); Adam Shlachter, Head of Marketing, Strategic & Brand Partnerships, Niantic Inc; Andrea Berry, Head of Business Development, Theta Labs; Greg Selkoe,, Co-Founder and CEO, XSET, John Canning, Director of Developer Relations – Creators, AMD
- 3:00-4:30 [**Boldly Go: Star Trek's Voyage in the Age of Apple Vision Pro**](#) W210-W211
Ted Schilowitz, Entertainment Industry Futurist (M); Eugene “Rod” Roddenberry, President/CEO, Roddenberry Entertainment; Jon Karafin, CEO, Light Field Lab; Jules Urbach, Founder & CEO, OTOY Inc.; Richard Kerris, VP, Developer Relations, Head of Media & Entertainment, NVIDIA

WEDNESDAY, APRIL 17

- 12:30-1:00 [**The Case For Digital Humans**](#) Capitalize Theater
Jeff Taylor, Senior Global Brand Partnerships, TechCrunch M); Fay Wells, Head of Partner Marketing, Soul Machines; Will Driscoll, Co-Founder and CEO, Wild Capture

STORYTECH NAB SHOW FLOOR TOURS - Fill out [THIS FORM](#) for complimentary tour invite (pending availability)

AI AND MACHINE LEARNING TOUR - EXPECTING THESE TO BE SOLD OUT

(Guides: [Rachel Joy Victor](#), Co-Founder, FBRC.AI and [Bryndan Moore](#), Producer, Host, The Black Futurist Podcast)

This tour dives deeper into how AI is reinventing the production workflow across current and emerging media and entertainment disciplines. As audiences look for interactive, immersive, and responsive experiences that personalize their narrative, AI allows creators to build centralized storyworlds that enable seamless experience creation across multiple platforms. This tour will offer attendees a primer on the technical aspects of AI, emerging production workflows, and new content formats focused on the backbone of tooling for new content production pipelines.

CAPTURE YOUR VISION TOUR - AN OVERVIEW OF THE SHOW FLOOR

(Guide: [Hardie Tankersley](#), VP Visualization Products & Marketing, Silverdraft)

Looking to conquer NAB Show like a boss? Join us on the Capture Your Vision tour where we unveil all the insider tricks to dominate the show floor. We'll cover the Central, South and West Halls at NAB Show so you won't miss a thing! Get ready to plan your week like a pro and leave your competitors in the dust. Don't miss out on this strategic overview that will have you navigating the show like a seasoned veteran.

DATA GETS SMARTER TOUR

(Guide: [Bryndan Moore](#), Producer, Host, The Black Futurist Podcast)

This tour will focus on how AI-enhanced data is improving efficiencies in the media and entertainment value chain and delivering valuable insights. From how content is created, consumed and personalized to impacting the entire production pipeline through predictive and generative AI, look for implementation solutions that create efficiencies and help optimize operations of traditional pipelines.

EVOLUTION OF THE TV VIDEO LANDSCAPE TOUR

(Guide: [Tim Hanlon](#), Founder & CEO, The Vertere Group, LLC)

This tour will focus on the most noteworthy technological trends driving the evolution of today's TV/video landscape toward its innovation-laden future - including the already industry-altering capabilities of AI and machine learning. Thematic focus areas will include broadcast and streaming distribution, video content creation & production, delivery latency, interactivity and personalization, measurement and data analytics, viewer guidance and navigation, TV/video operating systems, and more!

NEW WORKFLOWS TOUR

(Guide: [Dani Bellar Pilukas](#), Founder, Bellar Pilukas Consulting)

This tour will focus on new production workflow and creation tools that drive production solutions, create real-time content, and build immersive experiences. See how new AI tools are finding ways to streamline and automate critical parts of the production pipeline. Look for information on new LED technologies with improved image quality, spatial computing and its applications and use cases around the management and creation of digital assets and hybrid cloud systems.

FEATURED EVENTS FROM VARIOUS NAB SHOW PARTNERS

Check out NAB's [Connection](#) page for event details

Date	Name	Time	Location	Access
Saturday 13th	VU Virtually Everything Summit	8:00am-4:00pm: Summit 4:00pm: Happy Hour	Vū Las Vegas, 901 Grier Drive	Open, Free, RSVP Required
Saturday 13th	Bitmovin Innovators Network Partner Networking Event	3:30-6:00pm	Capri 2&3, The Fontainebleau, 2777 South Las Vegas Blvd	RSVP Required
Sunday 14th	Varnish Software Happy Hour	2:00-6:00pm	Varnish Software Booth (W3309)	Free Attendance (bring badge)
Sunday 14th	Forge the Future: Connections over Happy Hour	4:40-6:00pm	W3943 Connect Zone Theater	Free Attendance (bring badge)
Sunday 14th	#GALSNGEAR Sponsored Happy Hour	5:00-6:00pm	W3943 Connect Conversation Corner	Free Attendance (bring badge)
Sunday 14th	OTTRED Meet-Up	5:30-7:00pm	Through OTTRED App (see link)	RSVP Required
Sunday 14th	Disguise After Dark	7:00-10:00pm	Illuminarium, 3246 West Desert Inn Road	RSVP Free, Join Waitlist

Date	Name	Time	Location	Access
Sunday 14th	Streamers Meetup by CDN Alliance & SVTA	8:00pm-late	Skyfall Lounge @ Delano Hotel	Free Attendance
Sunday 14th	NAB Show Opening Party	From 10:30pm-late	Marquee Nightclub at Cosmopolitan Hotel	Free Attendance (bring badge)
Monday 15th	Varnish Software Happy Hour	2:00-6:00pm	Varnish Software Booth (W3309)	Free Attendance (bring badge)
Monday 15th	NPAWRTY Series – NAB Edition in partnership w/ Castlabs and Cleeng	4:00-6:00pm	NPAW Booth (W1421)	RSVP Advised
Monday 15th	Epic Games / Unreal Engine - Media & Entertainment Summit	4:00-5:30pm	Sahara	Free Attendance RSVP, Limited space left
Monday 15th	Wasabi Technologies Happy Hour	4:00-6:00pm	Wasabi Technologies Booth (SL8117)	Free Attendance (bring badge)
Monday 15th	HESP Alliance Drinks	5:00-6:00pm	THEO Technologies Booth (W3001)	Free Attendance (bring badge)
Monday 15th	Propel ME Happy Hour	5:00-6:00pm	W3921 PropelME Pavilion	Free Attendance (Bring Badge)
Monday 15th	AWS Happy Hour	5:00-6:00pm	W1343 AWS Theater	Free Attendance (Badge)

Date	Name	Time	Location	Access
Monday 15th	Happy Hour by NAB Streaming Summit	5:00-6:30pm	NAB West Hall, outside on the third-floor terrace	Free Attendance
Monday 15th	MESA Member Reception	6:30-8:30pm	Sahara	Members Free /Non-Members Paid
Monday 15th	The AI Filmmaking Mega-Party at NAB 2024	8:00-11:00pm	HyperX Arena Las Vegas, Luxor Drive	\$25-\$100
Tuesday 16th	Varnish Software Happy Hour	2:00-6:00pm	Varnish Software Booth (W3309)	Free Attendance (bring badge)
Tuesday 16th	TV Happy Hour	4:00-6:00pm	W231-W232: TV and Radio HQ	Free Attendance (bring badge)
Tuesday 16th	Creator Lab Mixer	5:00-6:00pm	U4154 Creator Lab Networking	Free Attendance (bring badge)
Tuesday 16th	Hour with Pure Storage	5:00-6:00pm	W3943 Connect Conversation Corner	Free Attendance (bring badge)
Tuesday 16th	CoreSite Party	6:00-8:00pm	1923 Prohibition Bar, Mandalay	RSVP Required
Tuesday 16th	Demuxed Happy Hour	7:00-10:00pm	Millennium Fandom Bar	RSVP Required
Tuesday 16th	NAB Show & NAB Amplify+ Party	10:00pm-late	Omnia Nightclub at Caesar's Palace	Free Attendance (bring badge)