

## SUNDAY, OCTOBER 3

- 9 am Registration Open
  - 9 am Partner Setup
  - 10 am Milwaukee Art Museum – Tour on Your Own – price, tickets at the door
  - 11 am Complementary Pre-conference Event - Harley Davidson Museum Tour
  - 2 pm Complementary Pre-conference Event - Lakefront Brewery Tour (from TV's "Laverne & Shirley")
  - 3 pm Speaker Material Check-in, Speaker Rehearsal
  - 4 pm Partner Practice
  - 5 pm CMMA Opening Reception
- All Milwaukee attendees are welcome to attend

## MONDAY, OCTOBER 4

- 8 am Registration Open & Open Breakfast
- 9 am President's Welcome
- 9:15 am Member Case Studies – "Live Event Transformations"
  - Todd Johnson, SAS
  - Joan Kinsley, Toro
  - Patti Perkins, Collective
- 10:15 am Member Case Study – Pete Safran, Lincoln Financial  
"Transforming Traditional Tools into Digitally Optimized Material"
- 10:30 am Break
- 11 am Partner Sharing Session/Interviews
- 12 pm Networking Lunch
- 1 pm Keynote: Academy Award-winning Screenwriter, John Ridley  
"Hollywood, Comics and Crucial Conversations"  
Hosted by Chris Barry, Senior Director, Yellow Tag Productions – Best Buy
- 2 pm Break
- 2:30 pm Featured Speaker: Julius Rhodes, mpr group  
"Building Trusting Relationships Through Allyship"
- 3:30 pm Management Forum – Moderated by Greg Sneed, Mayo Clinic  
Transforming Executive Productions  
Clif Brewer, Mayo Clinic – "Creating a Media Team Around the Executive Office"  
Robert Luna, Thrivent – "Using Remote Recording for Senior Leadership Messaging"
- 5-7 pm CMMA Bijou Content Experience – Live from NŌ Studios in Milwaukee

## TUESDAY, OCTOBER 5

- 8 am Registration Open & Open Breakfast
  - 9 am Introduction to Day 2
  - 9:10 am Technical Forum – Moderated by Pete Safran, Lincoln Financial  
Reimagining Studio and Event Space
    - Richard Wood, George Mason University – "Building an New Studio During Covid"
    - Craig Frankenstein, AVI Systems
    - Bryan Nelson, Alpha VideoRestructuring Editing Workflows
    - Adam Haviland, Best Buy – "Maximizing Efficiency in Editing Workflow"
  - 10:10 am Member Case Study – "Changing Focus from Activities to Outcomes and Roles"
    - Stephane Aknin, VP, Creative & Content, Prudential Financial
  - 10:25 am Member Case Studies – "DAM – Dreaming: Digital Asset Management"
    - Heidi Schuester, Aldis
    - Carol Lammers, Mayo Clinic
    - Annie Erdmann, Mayo Clinic
  - 10:40 am Break
  - 11 am Partner Sharing Session/Interviews
  - 12 pm Networking Lunch
  - 1 pm Tuesday Keynote: Manoush Zamorodi, Author of Bored and Brilliant and Host of Public Radio's TED Radio Hour
  - 2 pm Member Case Studies  
Transitioning to Teams  
Rose Lambert – 3M  
Transitioning to Hybrid Events  
Dave Heckman – American Family Insurance  
Justin Swain, VP of Strategic Partnerships – OpenReel
  - 2:20 pm Break
  - 2:30 pm Member case study – "Transforming Production"
    - Rose Lambert, 3M
    - Teresa Hill, Open Reel
    - Dave Heckman, American Family
  - 3:30 pm A Conversation with Dieter Sturm, Academy Award Winning Special Effects Master  
Moderated by Dan Mooney – Kohl's
  - 4:15 pm Closing Remarks
  - 5:30 pm CMMA President's Closing Reception and Dinner
- All Milwaukee attendees are welcome to attend

