

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
 - 1 pm Speaker Material Check-in, Speaker Rehearsal
 - 2 pm Complementary Pre-conference Event - Lakefront Brewery Tour (from TV's "Laverne & Shirley")
 - 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, Kollektive
- 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"
- 3:30-4:40 pm Management Forum – Moderated by Greg Sneed, Mayo Clinic
Transforming Executive Productions
Clif Brewer, Mayo Clinic – "Creating a Media Team Around the Executive Office"
- 5-7 pm CMMA Bijou Content Experience – Live from NØ 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 a 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
 - 10:25-10:40 am Member Case Study – "DAM MIGRATION: How to maximize success when transitioning from your old DAM to a new one"
 - Heidi Schuster, VP, Operations and Client Engagement, Aldis – Moderator
 - Carol Lammers Principal Business Analyst, Digital Media Distribution Operations Lead, Mayo Clinic
 - Annie Erdmann, MLIS, Digital Asset Librarian Supervisor, Mayo Clinic
 - Phil Seibel, MLIS, Digital Asset Librarian, Aldis
 - 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
 - 2-2:20 pm Member Case Study – "Home Depot's Transformation for Remote Editing"
Bruce Covey, Manager of Business TV Engineer, Home Depot
 - 2:20-2:30 pm BREAK
 - 2:30-3:30 pm Member Case Study: "Transitioning to into Teams"
Rose Lambert, 3M
Member Case Study: "Transitioning to Hybrid Events"
 - Dave Heckman, American Family
 - Justin Swain, VP Global Strategy Partnerships, OpenReel
 - 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

