

New York

ONE DAY IMMERSION

IN TV, CABLE &
DIGITAL
ENTERTAINMENT



Presented by The Cable Center, in association with
Pace University's Lubin School of Business

Friday, October 21, 2016

8:00 am to 5:30 pm

Schimmel Center at Pace University
New York City

One Day Immersion brings together the industry's most influential media and technology executives with students and recent grads—the next generation of tech savvy, creative leaders.

UNPRECEDENTED ACCESS

With unprecedented access to some of the smartest executives in the industry, this event adds vital building blocks to your career.

Meet executives from companies such as Comcast, Comedy Central, First Look Media, HBO, iHeart Media, NBC News, and Scripps Networks Interactive.

Make new contacts, gain confidence, create strategic relationships; you may even find a mentor or an internship. Program includes a keynote interview with Richard Plepler, Chairman & CEO of HBO, multiple panels, a career workshop, networking, and cash ODI Scholarships.



Evan Shapiro
NBCUniversal, Seeso



Student asking question during panel discussion



Leslie Ellis, Ellis Edits, & Vibha Rustagi, itaas



Dane Kunkel, BeachGlow:
Concerts for Charity, Inc.



Sharon White, Scripps Network
Interactive

See the List of Powerhouse Speakers

Attend in person or tune in to the live stream. There is no charge, but registration is required.



Register Today for Free Admission

www.OneDayImmersion.com

Program Agenda

(Program subject to change)

- 8:00 - 8:45 am** **Coffee with Comcast and NBCUniversal**
Open to 120 students. Organizational overview, and meet and greet. Learn about the vast families within Comcast and NBCUniversal's real internship and job opportunities.
- 9:00 - 9:10 am** **Welcome and Opening Remarks**
- 9:15 - 10:00 am** **The Confidence Effect**
Expert advice and insight for students starting their careers. Author and leadership development expert, Grace Killelea, will share tips for showing up and connecting your competence to your confidence.
- 10:05 - 10:50 am** **Women You Should Know: Super Women in Tech**
Hear from women at the forefront of an ever-changing industry, and how they made their way to the top across diverse disciplines; in a very male dominated field.
- 10:55 - 11:30 am** **A Conversation with Scripps Networks Interactive: The Best Career Advice I Ever Got, and Other Tips to Help You Along The Way**
Ever wonder how people achieve successful media career paths? Hear lessons learned and insightful career advice from two of the most well respected executives in the industry; who happen to work for one of the most thriving media companies around.
- 11:45 am - 12:45 pm** **Ask Me Anything: Lunch With an Executive**
Open to 108 students and 12 executives. Super networking opportunity for students to sit with industry execs over boxed lunches, and cover career advice; or really anything.
- 1:00 - 1:45 pm** **Keynote Interview**
Hear from industry powerhouse, Richard Plepler, Chairman & CEO of HBO, on the strategic moves in his career and at HBO that's kept both on top. Interviewer is Dean Neil Braun of Pace University's Lubin School of Business.
- 1:50 - 2:35 pm** **Research Insights: An Essential Piece of the Business Puzzle, and It's Cooler Than You Think**
This conversation will cover trends in the industry, while peeling back the layers of what it is, how it works, and what it takes to join this essential area as part of a successful business.
- 2:35 - 2:45 pm** **Interactive Launch Competition Overview**
Are you interested in creating the next great video innovation? Learn about this popular competition from its founder and industry veteran. You may want to sign up for the next competition!
- 2:45 - 2:55 pm** **Break**
- 2:55 - 3:40 pm** **Over the Top [OTT]: Changing the Traditional Model with Non-Traditional Methods and Super Creative Minds**
OTT has been changing the traditional business model and is only gaining viewers and respect. What is OTT, who are the players, and who are they looking for when hiring?
- 3:45 - 4:20 pm** **A Conversation with Owen Grover, iHeartMedia**
Where does iHeartMedia fit in the current media landscape? How does the company maintain relevance amid constant industry disruption and changing consumer habits? With the "largest reach of any radio and television outlet in America," they've figured some things out!
- 4:20 - 4:25 pm** **Closing Remarks**
- 4:30 - 5:30 pm** **Comcast and NBCUniversal Recruiters: 5-minute Interviews**
Open to 44 students. For students who submitted resumes and qualified to speak with recruiters in this speed-dating style session. Ultimate goal is to move to the next step in landing the internship or job.

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