



ONE DAY IMMERSION

IN TV, CABLE & DIGITAL ENTERTAINMENT

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

O Opportunity.

D Direction.

I Inspiration.

One Day Immersion is an academic initiative created to attract students to the media industry.

October 21, 2016



Dane Kunkel
CEO BeachGlow: Concerts for Charity, Inc.

Free Admission.

WHO ATTENDS

College Students and Recent Grads

6,000 attendees

Students come from community colleges to Ivy League universities.



WHERE THEY'RE FROM

New York, Pennsylvania, Massachusetts, D.C.

+ live streaming from CO, FL, MN, NJ, NC, OH, SC, TX, VA

"The panelists and speakers were so helpful and generous. It made me want to strive to do whatever it takes to rise through the ranks of the industry."

Santino Fernandez
St. Edward's University

WHAT THEY STUDY

Arts & Entertainment
Business & Finance
Communications
Media Studies
Media Technology
Film & TV Production

130 schools represented

Students interact and learn to network with each other, the panelists and program participants.

SPONSORSHIP OPPORTUNITIES

Choose one of our sponsorship packages or we can customize one of your own.

Dolly Wolf Enterprises, LLC



Joseph Ianniello, COO at CBS Corporation
Dean Neil Braun, Lubin School of Business, Pace University

WHAT HAPPENS

Speakers and panelists present and discuss current trends in the industry, how they climbed the ladder to success, and how to excel in the field.

Network

Make
New
Contacts

Build
Confidence

Past participants include representatives from:

- A&E Networks
- AMC Networks
- Broadway Video
- Comcast Cable
- Comedy Central
- C-SPAN
- Embassy Row
- Framestore
- Google
- HBO
- HGTV
- Hulu
- IFCTV
- NBCUniversal
- Pivot
- Showtime
- Starz
- Sundance Channel
- Time Warner Cable
- USA Network



WHO PARTICIPATES

ODI panelists and keynote speakers represent the most creative and innovative experts in the cable and media industries.

130
executives

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SEE
SO

October 21, 2016

The Michael Schimmel
Center for the Arts
at Pace University



Tamara Franklin
EVP, Digital
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GET INVOLVED!

To discuss sponsorship or participation,
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