



October 16-17, 2018
New York Marriott Marquis

AS OF AUGUST 27, 2018

MONDAY, OCTOBER 15

- 12:00 – 6:00 pm Registration
- 2:00 – 5:00 pm Chapter Leadership Workshop (*by invitation only*)
- 6:30 - 8:00 pm Reception for Alumni of the Executive Leadership
Development Program (ELDP) and Leadership Seminars
(*by invitation only*)
- Sponsored by Comcast/NBCUniversal***
- 8:15 pm Chapter Officers Dinner (*by invitation only*)

TUESDAY, OCTOBER 16

- 7:00 am – 5:00 pm Registration
- 7:30 – 8:45 am **Breakfast Recognizing the *Cablefax* 2018 Most Influential
Minorities in Cable**
- Industry on the Leading Edge – The Future is Now**
Technology disruptions are happening at breakneck speed, and our industry is
leading the way in areas that could soon become the new normal. Think *The
Jetsons* meets *Minority Report*. In this deep-dive discussion, industry leaders
give us a glimpse into a world in which Robotics, Artificial Intelligence,
Blockchain, Augmented Reality and Connected-everything, rule the day.
- Sponsored by NCTA***
- 8:30 – 9:15 am Networking Continental Breakfast
Sponsored by Cox

- 9:00 – 9:10 am NAMIC Excellence in Multicultural Marketing Awards (EMMA)
Winners Video Presentation
- 9:10 – 9:15 am Welcome Remarks
- 9:15 – 10:15 am **Opening General Session**
Featured Keynote Speaker: **Don Lemon, Anchor**, correspondent and anchor of
“CNN Tonight with Don Lemon”
- Sponsored by Charter Communications***
- 10:30 – 11:30 am **General Session II**
NAMIC 2018 Politics Roundtable: Politics, Opinions, Action
The 2018 mid-terms are upon us. On ballots in November are all 435 seats in the House of Representatives, a third of the Senate, 36 state governorships and many state legislative seats. This panel of political analysts will share their thoughts about the issues at stake and the impact of the results on the US population and implications for the media and entertainment industry.
- 11:30 – 11:45 am Mid-Morning Refreshment and Networking Break
- 11:45 am – 12:45 pm Concurrent Learning Sessions
- Blasting Through: Transforming Culture and Identity in to Leadership Muscle**
The experiences of minority group professionals as they negotiate success and upward mobility are not monolithic. Their stories resonate with socio-political, cultural, and ideological themes that have shaped how they lead and how they innovate. This panel of alumni from NAMIC’s Executive Leadership Development Program (ELDP) will discuss their journeys as executives of color, and the intersectionality of identities that has had the most significant impact on their definition of personal success in a dynamic industry.
- Sponsored by Turner***
- Creating Diverse Stories that Slay**
From the small to the big screen to streaming platforms and mobile entertainment, creativity is the driving force behind content. In this session a diverse panel of executives and creative visionaries discuss the content development process, and what it takes to create stories that are entertaining, authentic, and bold.
- NAMIC Talks**
Mirroring TEDx, NAMIC “NAMIC Talks”: Compelling and inspiring stories from our own community of talented members and industry leaders. The stories you will hear from these dynamic speakers will be insightful, innovative and provocative.
- 1:00 – 2:15 pm **L. Patrick Mellon Mentorship Program Luncheon**
Presented in partnership with WICT
Sponsored by the Walter Kaitz Foundation

Doing Diversity Right

The business case for diversity is clear. Companies with a diverse workforce and a culture that embraces inclusion experience payoffs in revenue growth, increased employee engagement and innovation. Diversity and inclusion executives discuss winning D&I strategies for business success.

Sponsored by Turner**Session with WICT and Walter Kaitz Foundation**

Anecdotal evidence suggests that more people – especially young people – seem to be choosing to express their gender identity in non-binary terms. This panel explores how leaders in the media and entertainment industry may ensure that the workforce of the future finds a welcoming environment. This new openness will eventually affect numerous aspects of the business – from operations to marketing to human resources and the development of talent, including the metrics to be used in measuring and reporting on diversity in WICT's PAR and NAMIC's AIM, the workforce diversity studies of the two organizations.

Sponsored by Turner**Unconscious Bias**

When two black men cried foul after being unjustly arrested in a Philadelphia Starbucks the company closed 8,000 U.S. facilities on a single day to provide Unconscious Bias training for employees. Bias has been defined as “a particular tendency or inclination, especially one that prevents unprejudiced consideration of a question.” Being biased is as automatic to each one of us as breathing! This highly interactive workshop will explore the impact of Unconscious Bias in the workplace and the implications for multicultural teams, organizational effectiveness, and talent development.

Sponsored by Turner

Mid-Afternoon Refreshment and Networking Break

Concurrent Learning Sessions**Blurred Lines: Syndicated TV & Digital Content Converge with Monetization**

Major networks, broadcasters and independent content creators have put a new twist on the old syndication model. Today, producers leverage social media platforms (Facebook, YouTube, Instagram and Twitter), OTT devices (Roku, Apple TV, Amazon Fire TV) and OnDemand Portals (Spectrum, Xfinity) to extend their reach and to keep their audiences engaged. This panel of experts address critical questions: How do you make your OTT content stand out? What are the best ways to gauge viewing behavior? What effect will the newer data rules have on monetization?

“Straight Talk”

This roundtable of individuals from various backgrounds will discuss topical events and issues, diversity and inclusion in media, immigration, #MeToo, pay equity, and civil rights among other issues and events that are affecting our society.

Career Corner Sessions (Sponsored by Turner)

We all know how widely professional and life experiences can vary. These three “Career Corners” sessions will bring distinctive professional narratives alive into the realm of possibility.

Topics Include:

Three Career Coaches Speak Out: Career Advice No one Will Ever Give You

Generations Unite: How Millennials, Generations Xers and Boomers Can Work Together

Transitioning – How to Make your Next Move Matter

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| 5:15 – 6:00 pm | National Membership Meeting |
| 6:00 – 7:30 pm | 32 nd Annual NAMIC Conference Reception |

WEDNESDAY, OCTOBER 17

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| 7:30 am – 12 noon | Registration |
| 7:45 – 8:45 am | Continental Breakfast
<i>Sponsored by Cox</i> |
| 8:45 – 9:00 am | Special Presentation of Winners of the NAMIC Chapter Leader Awards
<i>Sponsored by INSP</i> |
| 9:00 – 10:30 am | General Session:
NAMIC & Sava360 Present the “Startup Pitch” Competition

<i>Presenting Sponsor: Comcast/NBCUniversal</i> |
| 10:30 – 10:45 am | Mid-Morning Refreshment and Networking Break |
| 10:45 – 11:45 am | Concurrent Learning Sessions |

Who is Winning the Customer Loyalty Wars

As loyalty programs get smarter (e.g., hyper-targeting offers, easing payment friction, improving customer experience, etc.), as TV embraces the digital world, and as binge-watching gives a whole new face to viewer loyalty, enlightened networks will compete to grab our attention...and hold on to it! Distinguished panelists will share their perspectives and shed light on who is winning the loyalty wars, how they are winning, and what companies need to do to prepare for the future!

Inclusion, Innovation and Ethical Conduct

Corporate culture can be boiled down into the following questions: What do you tolerate or allow in the workplace? What is the tone at the top, mood at the middle, and buzz at the bottom about what’s tolerated or allowed? With the emergence of the #MeToo and #TimesUp movements, 2017 and 2018 have been watershed years for discussion and activism around sexual harassment

and assault, and diversity and inclusion. This panel will explore the ethical issues at the heart of fostering an inclusive and empowering corporate culture essential to mitigating these negative effects, as well as driving company performance and profitability.

Hire Me! Foolproof Strategies to Land Your Next Gig

Whether you are just starting your career or you are a seasoned professional, this session is for you. Landing your next job can be daunting and stressful, and companies receive hundreds of applications for open roles. In this session, talent acquisition and HR executives share insights and techniques to help you be successful. You will hear how to stand out in the application process, and have a winning interview. You will also learn strategic ways to market yourself to recruiters and hiring managers and ultimately land your next gig.

11:45 am – 1:15 pm **NAMIC Annual Awards Luncheon**
Honoring Next Generation Leaders/Luminaries and the Mickey Leland Humanitarian Achievement Award Recipient

Co-sponsored by Discovery and Univision Communications Inc.

1:30 – 3:00 pm National Board of Directors Meeting *(by invitation only)*