

ENTERTAINMENT EVOLUTION SYMPOSIUM

HOW TECH AND DATA WILL DRIVE THE INDUSTRY POST-COVID

JULY 21, 2021 ■ 10AM - 3PM PACIFIC ■ VIRTUAL

The Pepperdine Graziadio Business School and Hollywood IT Society (HITS) have partnered to bring together leading industry innovators and thought leaders to discuss the media and entertainment economic forecast post-COVID. This half day symposium will be a closed door event for audience member participation (no press).

KEYNOTE SPEAKERS, PANEL DISCUSSIONS AND INTIMATE BREAK-OUTS WILL COVER:

- Streaming wars and the global connected consumer
- Ad targeting in the new "no cookies" world
- Customer 360 data management and analytics
- Mining for gold with diversity data
- Human bias in artificial intelligence (AI)
- Game technology and virtual production
- Non-functional tokens (NFT) and blockchain enablers
- The return of live events

CALL FOR SPEAKER AND SPONSORSHIPS AVAILABLE!
CONTACT: EESYMPOSIUM@MESAONLINE.ORG

EVENT CONTENT ADVISORS



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