

WHAT: Women of New York

WHEN: December 6, 2016, 7:30 am-12:30 p.m.

WHERE: The Paley Center for Media

Program

7:30 am REGISTRATION OPENS

7:30-8:20 CONTINENTAL BREAKFAST & MIMOSA RECEPTION

8:20 WELCOME & GROUND RULES

Speakers:

Melissa Grego, Founder, Melinc and Keynotes & Cocktails

Women of NY Co-Host Michelle Miller, Correspondent, CBS News

8:25-8:30 RENT THE RUNWAY AND THE POWERPUFF GIRLS MOSCHINO CROSSBODY BAG RAFFLE

8:30-8:45 WELCOME SESSION: WHAT DO YOU MEAN, STEAM?

We've all heard of STEM. But what about STEAM? The A in STEAM is for Art. As leaders in animation, Cartoon Network knows firsthand that art is critical to inspire the next generation of creators by engaging with kids at the intersection of art and technology. In this candid STEAM primer and Q&A, **Christina Miller, President, Turner's Cartoon Network, Adult Swim and Boomerang** answers everything you wanted to ask about STEAM, its role in their business, why Cartoon Network made a \$30 million commitment to it and why the A in STEAM is a critical distinction.

Moderator: **Melissa Grego, Founder, Melinc and Women of NY**

Speaker: **Christina Miller, President Turner's Cartoon Network, Adult Swim and Boomerang**

8:45-9:25 Panel -- REINVENT YOURSELF

Veterans of big, successful career transitions share how and why they made the leap, what surprises they encountered in their new chapter and other wisdom they picked up along the way. You may just be inspired to shake your own career up!

Moderator: **Michelle Miller, Correspondent, CBS News**

Panelists:

Karen Aviram Beatty, Managing Director, Global Search Partnerships, Google, Inc.

Ivana Kirkbride, Chief Content Officer, go90

Caryn Mandabach, Television Producer

Lisa Schwartz, Co-President, Sundance Selects and IFC Films

9:25-10:05 Panel -- BRAND YOURSELF

Many of us in media are pros at branding, well, brands. But what about branding ourselves? In this inspiring and candid session, leading executives reveal how to apply what they know about running businesses to running their own careers. Learn from them how to tap into the power of your professional brand.

Moderator: **Mona Scott-Young, Founder & CEO, Monami Entertainment and Executive Producer, Love & Hip Hop on VH1**

Panelists:

Shelley Brindle, Principal at Brindle and Associates, LLC and Global Ambassador, Vital Voices

Nancy Mendelson Gates, Partner and Co-head, Television Talent Department, United Talent Agency

Kathleen Grace, Chief Creative Officer, New Form Digital

Laura Molen, Executive VP, Lifestyle and Hispanic Advertising Sales Group, NBCUniversal

10:05-10:25 NETWORKING & SNACK BREAK

10:25 RENT THE RUNWAY AND ROKU RAFFLES

10:30-11:10 INVESTMENT, INCUBATION AND INNOVATION

Guess who is uniquely positioned to spark growth and innovation among female-led and -driven businesses? You! From gender lens investing to the inside track on identifying investors, partners and incubators, this panel of experts reveals what you can do today to both give and receive support from other women in media, entertainment and technology -- and be an innovator yourself.

Moderator: **Rebecca Jarvis, Chief Business, Technology & Economics Correspondent, ABC News; and the Host, Creator, and Managing Editor of *Real Biz with Rebecca Jarvis***

Panelists:

Amber Allen, CEO/Chief Strategist, Double A Events

Heather Cabot, Co-Author, Geek Girl Rising (St. Martin's Press May 2017); Angel Investor and Adjunct Professor, Columbia University Graduate School of Journalism

Jennifer Kavanagh, Principal, Brave Media Ventures

Julie Menin, Commissioner, NYC Mayor's Office of Media and Entertainment

11:10 VERA BRADLEY AND PANTY DROP RAFFLES

11:15-11:45 CLOSING CONVERSATION: Q&A WITH JUDY MCGRATH

Speaker: **Judy McGrath, Founder and President, Astronauts Wanted**

Moderator: **Tina Exarhos, Chief Content Officer, NowThis Media**

11:45-12:30 BREAK-OUT STRUCTURED NETWORKING SESSIONS

Women of New York will dive deeply into the hot topics most important to women working in media, entertainment and technology during this curated and structured networking session. Each registered attendee will have the chance to request their preferred, expert-led table/topic in advance.

Topics / Leaders:

Fostering an Innovative Mindset | **Amber Allen, CEO/Chief Strategist, Double A Events**

How to Build Great Corporate Culture | **Shelley Brindle, Principal at Brindle and Associates, LLC and Global Ambassador, Vital Voices**

Digital Media | **Joy Jones, VP of Products, The Associated Press**

Building a Career in Marketing | **Tricia Melton, President, Melton Marketing**

How to Find What's Missing In the Marketplace | **Christina Miller, President Turner's Cartoon Network, Adult Swim and Boomerang**

Changing Careers | **Marie Nelson, VP, News & Public Affairs, PBS**

Are You A Freelancer or an Entrepreneur? | **Maria Rapetskaya, Founder/Creative Director, Undefined Creative**

Programming + Development | **Christina Wayne, CEO, Assembly Entertainment**

Inside the Minds of Digital Influencers | **Ivana Kirkbride, Chief Content Officer, go90**

Virtual Reality | **Rebecca Howard, Senior VP of Emerging Platforms and Partnerships, Discovery Communications**

COFFEE + TEA TO GO

AGENDA IS SUBJECT TO CHANGE