



MEETING AGENDA

SUNDAY, FEBRUARY 19, 2017

START	END	EVENT / TOPIC / PRESENTER	LOCATION
		Arrivals	
		Dinner on own	

 = On-Air & Digital Ad Sales TOGETHER

 = On-Air Ad Sales

 = Digital Ad Sales

 = CDM

 = International

 = On-Air & Digital Ad Sales & CDM

 = All Attendees Together

MEETING AGENDA

MONDAY, FEBRUARY 20, 2017

START	END	EVENT / TOPIC / PRESENTER	LOCATION
7:30 AM	8:30 AM	Breakfast	Tuscany Ballroom D & E Lobby Level
8:30 AM	10:00 AM	General Session 8:30 AM - 8:45 AM - Welcome - Steve Gigliotti 8:45 AM - 9:15 AM - View From The COO - Burton Jablin 9:15 AM - 10:00 AM - View From An Industry Expert - Shelly Palmer	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
10:00 AM	10:15 AM	Break	Ritz-Carlton Ballroom Prefunction Lobby Level
10:15 AM	12:15 PM	General Session 10:15 AM - 11:15 AM - View From An Ad Sales Client - a conversation between Steve Gigliotti and Cheri Phyfer, President and General Manager of Diversified Brands Division Consumer Group at Sherwin Williams 11:15 AM - 12:15 PM - View From A CDM Client - a conversation between Sue Underwald and Russ Baker, Director of Amazon Appstore, Business Development	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
12:15 PM	1:15 PM	Lunch	DaVinci Lawn
1:15 PM	2:15 PM	General Session 1:15 PM - 2:15 PM - View From An Industry Leader - a conversation between Beth Lawrence and Susan Lyne, President and Founder of BBG Ventures	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
2:15 PM	2:30 PM	BREAK - GO TO BREAKOUT ROOMS	Ritz-Carlton Ballroom Prefunction Lobby Level
9:00 AM	6:00 PM	Breakout - International	Napoli 1 & 2 Lower Level
2:30 PM	5:30 PM	Breakout - On-Air Ad Sales / HGTV & DIY Network 2:30 PM - 5:30 PM - Kantar Futures Workshop - Sarah Catlett and Lindsay Kunkle	Ritz-Carlton Ballroom 1 & 2 Lobby Level
2:30 PM	4:30 PM	Breakout - On-Air Ad Sales / Food Network & Cooking Channel	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level

MEETING AGENDA

MONDAY (CONTINUED)

START	END	EVENT / TOPIC / PRESENTER	LOCATION
2:30 PM	5:30 PM	Breakout - On-Air Ad Sales / Travel Channel & Great American Country 2:30 PM - 3:15 PM - Selling Audiences Across Digital Platforms: Programmatic & Social Amplification Initiatives - Bill Murray and Michael Meah 3:15 PM - 3:45 PM - Digital Platform Content Distribution and Business Development - Steven Harris and Andrew Steinberg 3:45 PM - 4:30 PM - Pre-Upfront Metrics - Ken Cascio and Lindsay Bohnsack 4:30 PM - 5:30 PM - "B" Level: Ground Presentations - Greg Regis and Jon LaConti	Siena 1 & 2 Lower Level
2:30 PM	6:00 PM	Breakout - Digital Ad Sales 2:30 PM - 6:00 PM - Training with Doug Weaver	Plaza Ballroom 1 & 2 Lobby Level
2:30 PM	4:30 PM	Breakout - CDM 2:30 PM - 2:45 PM - Welcome - Henry Ahn 2:45 PM - 3:00 PM - Finance: 2016 Review & 2017 Outlook - Elaine McCall 3:00 PM - 3:30 PM - Government Affairs Update - Kim Hulsey 3:30 PM - 3:55 PM - "Filling the Bucket" - Deal Activities - Scott, Underwald and Kalosieh Teams 3:55 PM - 4:10 PM - "Filling the Bucket" - Marketing - Caroline Harris 4:10 PM - 4:25 PM - Greetings - Steve Gigliotti 4:25 PM - 4:30 PM - First Day Closing Remarks - Henry Ahn 4:30 PM - Group Photo	Plaza Ballroom 3 Lobby Level
4:30 PM	6:30 PM	Free Time	
6:30 PM	10:00 PM	Dinner	Fairways Lawn

MEETING AGENDA

TUESDAY, FEBRUARY 21, 2017

START	END	EVENT / TOPIC / PRESENTER	LOCATION
7:30 AM	8:30 AM	Breakfast	Tuscany Ballroom D & E Lobby Level
8:30 AM	10:30 AM	General Session 8:30 AM - 8:45 AM - Introduction - Steve Gigliotti 8:45 AM - 9:00 AM - Portfolio TV and Digital Content Strategy - Kathleen Finch 9:00 AM - 9:15 AM - Portfolio Programming Discussion - Allison Page 9:15 AM - 9:45 AM - Travel Channel Programming - Courtney White 9:45 AM - 10:30 AM - Food Network & Cooking Channel Programming - Didi O'Hearn	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
10:30 AM	10:45 AM	Break	Ritz-Carlton Ballroom Prefunction Lobby Level
10:45 AM	12:10 PM	General Session 10:45 AM - 11:35 PM - HGTV, DIY Network & Great American Country Programming - John Feld 11:35 PM - 12:10 PM - Marketing The Portfolio - Shannon Driver	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
12:10 PM	1:30 PM	Lunch	DaVinci Lawn
1:30 PM	2:45 PM	General Session 1:30 PM - 2:00 PM - Portfolio Digital Content Overview - Vikki Neil 2:00 PM - 2:30 PM - Digital! Monetization Strategies - Beth Lawrence 2:30 PM - 2:45 PM - Ad Sales Data Initiative - Amy Listerman	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
2:45 PM	3:00 PM	BREAK - GO TO BREAKOUT ROOMS	Ritz-Carlton Ballroom Prefunction Lobby Level
3:00 PM	5:30 PM	Breakout - International	Napoli 1 & 2 Lower Level

MEETING AGENDA

TUESDAY (CONTINUED)

START	END	EVENT / TOPIC / PRESENTER	LOCATION
3:00 PM	4:45 PM	Breakout - CDM 3:00 PM - 3:30 PM - Marketing Partnerships Update - Shannon Driver and Karen Bronzo 3:30 PM - 4:00 PM - Micro Networks Update - Vikki Neil and Team 4:00 PM - 4:30 PM - Ad Sales Update - Jon Steinlauf 4:30 PM - 4:45 PM - Closing Remarks - Henry Ahn	Plaza Ballroom 3 Lobby Level
3:00 PM	4:30 PM	Breakout - On-Air Ad Sales / HGTV & DIY Network 3:00 PM - 4:30 PM - Ground Level and Ad Sales Marketing Update	Ritz-Carlton Ballroom 1 & 2 Lobby Level
3:00 PM	4:30 PM	Breakout - On-Air Ad Sales / Food Network & Cooking Channel	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
3:00 PM	4:30 PM	Breakout - On-Air Ad Sales / Travel Channel & Great American Country 3:00 PM - 4:00 PM - Travel Channel Content Team Breakout and Digital Update - Courtney White, Allison Page, Neil Reagan, Brigitte McCray, Kendra Rudder and Jillian St. Charles 4:00 PM - 4:30 PM - Great American Country Brand Breakout and Scheduling Strategy - Allison Page and Julie Taylor	Siena 1 & 2 Lower Level
4:30 PM	6:30 PM	Free Time	
6:30 PM	11:00 PM	Awards Dinner - On-Air & Digital Ad Sales	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
6:30 PM	10:00 PM	Dinner - CDM	Offsite - Meet at Conference Center Porte Cochere
6:45 PM	10:00 PM	Dinner - International	Offsite - Meet at Conference Center Porte Cochere

MEETING AGENDA

WEDNESDAY, FEBRUARY 22, 2017

START	END	EVENT / TOPIC / PRESENTER	LOCATION
7:30 AM	8:30 AM	Breakfast	Plaza Ballroom 1,2,3 Lobby Level
8:30 AM	11:15 AM	General Session 8:30 AM - 8:35 AM - Introduction - Steve Gigliotti 8:35 AM - 9:30 AM - View From The Board - moderated by Ken Lowe with Gina Bianchini and Richelle Parham 9:30 AM - 10:00 AM - International Update - Derek Chang 10:00 AM - 10:30 AM - CDM Update - Henry Ahn and Barbara Kalosieh 10:30 AM - 11:15 AM - Ad Sales Update - Jon Steinlauf	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
11:15 AM	11:25 AM	Break	Ritz-Carlton Ballroom Prefunction Lobby Level
11:25 AM	12:50 PM	General Session 11:25 AM - 12:00 PM - View from the Chairman, President and CEO - Ken Lowe 12:00 PM - 12:50 PM - Closing - Steve Gigliotti	Ritz-Carlton Ballroom 3,4,5,6 Lobby Level
12:50 PM		Boxed Lunch	Ritz-Carlton Ballroom 5 & 6 Foyer Lobby Level
		Departures	
12:50 PM	2:00 PM	Lunch - International	DaVinci Terrace
2:00 PM	5:00 PM	Breakout - International	Napoli 1 & 2 Lower Level
5:00 PM	8:00 PM	Dinner - International	Fountain Courtyard

MEETING AGENDA

THURSDAY, FEBRUARY 23, 2017

START	END	EVENT / TOPIC / PRESENTER	LOCATION
8:00 AM	9:00 AM	Breakfast	Amalfi 2
9:00 AM	11:00 AM	Breakout - International	Napoli 1 & 2 Lower Level