

# AGENDA

## MAY 7, 2020

### WORKSHOP & AWARDS

2:00 p.m. – 2:05 p.m.

#### INTRODUCTION

2:05 p.m. – 2:35 p.m.

#### FIRESIDE CHAT – The LEGO Group's Evolution: Building Brand Love into Organic Creativity

For many, LEGO has been a beloved brand long before they had the ability to purchase bricks themselves. For decades, the world's most reputable company has continued to evolve beyond toys to theatrical films and games while building trust, reinforcing brand loyalty and developing relationships with audiences. In a fireside chat, hear about the role that LEGO's Creative Agency and social media content has played in LEGO's story and how it will continue to shape its future.

Speaker: **James Gregson**, Director, Head of Social Studio, The LEGO Group

Moderator: **Lindsay Stein**, Editor, Campaign US

2:35 p.m. – 2:40 p.m.

#### QUICK BREAK TO GET MORE SNACKS

2:40 p.m. – 3:10 p.m.

#### PANEL 1 - The Right Story for the Right Brand

This discussion will be a case study of brand film collaboration that highlights Erin Parisi's journey as she sets out to become the first

transgender person to summit all Seven Summits. Hear from the director, brand partner, executive producer and film subject on how they built from each other's experiences in storytelling and marketing. Learn how they worked together to produce an impactful film that honored the heart of Erin's story and successfully communicated the brand ethos of Merrell. These creators will take you behind the scenes to where it all began with the very first steps of their project.

Panelists:

**Lauren King**, Sr. Marketing Manager, Merrell  
**Mairin Hart**, Director, TranSending

**Lindsey Hagen**, Executive Producer, Stept Studios

**Erin Parisi**, Founder of TranSending7.org

Moderator:

**Alexis Wierenga**, Producer, Haymarket Media, Inc.

3:10 p.m. – 3:15 p.m.

#### STRETCH YOUR LEGS

3:15 p.m. – 3:45 p.m.

#### PANEL 2 – Engaging the Intended Audience

As entertainment pivots to digital debuts from festival premieres, brand film faces the challenge of attracting attention in an ever-evolving ecosystem packed with content. Go

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deep into digital content strategy and reaching viewers beyond your own channels with this panel of entertainment and marketing experts. Hear advice on integrating content into a long term campaign and how an authentic brand film can cultivate conversations beyond the campaign.

Panelists:

**Marc Battaglia**, Executive Creative Director at Marriott International

**Mike Prochaska**, Director, Content Development, Omaze

**Senain Keshgi**, Co-founder, MAJORITY

Moderator: **Oliver McAteer**, Associate Editor, Campaign US

3:45 p.m. – 4:00 p.m.

**TIME TO GRAB YOUR POPCORN & DRINK**

4:00 p.m. – 5:15 p.m.

**AWARDS**