Monday, March 11, 2019

**09:45- Opening Remarks**

**10:00-10:45- “When Avi Met Cindy”**

**Cindy Holland** -  Head of Original Programming, Netflix

**Moderator: Avi Nir** - CEO, Keshet Media Group

**10:10:45-11:30- “The Documentary Revolution”** –Capturing Oscar-Nominee “RBG”

**Julie Cohen** - Academy Award-Nominated Director of RBG

**Amy Entelis** - EVP, Talent and Content Development, CNN Worldwide & CNN Films

**11:30-12:00- Coffee Break**

**12:00-12:30- Marriage Vows 2.0. – How Media Economies Adapt to a Future with Less Interruption**

**David Abraham** - CEO, Wonderhood Studios

Q&A: **Amit Mashiah** - CEO, McCann Tel Aviv

**12:30-13:10 Programming Chiefs Discuss the Changing Global Landscape**

**Sally Riley** - Head of Scripted, Australian Broadcasting Corporation

**Simone Emmelius -** SVP, ZDF Feature Films

**Lee Mason -** Commissioning Editor, Drama, Channel 4 Entertainment

**Joe Mace -** Commissioner, ITV Entertainment

**Moderator: Atar Dekel - VP, Global Drama, Keshet International**

**13:10-14:00 - Lunch Break**

**14:00-14:30 “Teenage Idol: Greg Berlanti” – From “Dawson’s Creek” to 14 Series Going at the Same Time**

**Greg Berlanti** - Writer, Producer, Director (Emmy Award Winner)

**Moderator: Marc Korman - Partner, Scripted TV Department, WME**

**14:30-15:10 Creative Financing and Strategic Partners: Thinking Outside the Box**

**Jan Mojto** - CEO, Beta Films

**Matthew Velkes** - COO, Anonymous Content

**Todd Hoffman** - Founder and CEO, Storied Media Group

**Emilio Schenker** - CEO, Tadmor Productions

-**15:4015:10=15:40 From the Good Wife to Star Trek – CBS Executives Discuss the Power of Programming in a Multi-Platform Universe**

**David Stapf** - President, CBS Television Studios

**Julie McNamara** - EVP, Original Content, CBS All Access

**Debby Barak** - President, Business Operations, CBS Entertainment, CBS Television Studios and CBS News

15:40-16:00 -**Coffee Break**

**16:00-16:45 Introduction: Tal Granot-Goldstein - CEO, HOT**

**The Show Must Go On – The Advantages of Writing a Second Season**

**Mirit Toovi** - Head of Drama Department, HOT

**Galit Hoogi and Noa Erenberg** - Creators of My Darling Sisters, Tedy Productions and YES

**Leora Kamenetzky** - Creator of False Flag (Season 2), Masha Productions and Keshet

**Noa Yedlin** - Creator of Stockholm, Artza Productions, Kan and Keshet

**Moderator: Karni Ziv - Head of Drama and Comedy, Keshet Media Group**

**16:45-17:30 Packing Premium “High End”**

**Carmi Zlotnik** - President of Programming, STARZ

**Peter Micelli** - Chief Strategy Officer, Film and Television, eOne

**Ari Greenburg** - President, WME

**Steve Golin**- Founder & CEO, Anonymous

Tuesday, March 12, 2019

**10:00-10:40 -Reality Revolutionary: Mark Burnett**

**Mark Burnett** - Chairman, MGM Worldwide Television

**Moderator: Rick Rosen - Head of Television, WME**

**10:40-11:10- How Amazon is Forging a New Global TV Strategy**

**Georgia Brown -** Director of European Prime Original Series, Amazon Europe

**Moderator: Peter White (DEADLINE)**

**11:10-11:40- Coffee Break**

**11:40-12:10- The Rise of Short-Form Storytelling**

**Erin Keating** - Senior Development Manager of Snap Originals, Snap Inc.

**Lauren Anderson**- Chief Content Officer, Indigo Development and Entertainment Arts

**Gil Goldschein** - Chairman and CEO, Bunim/Murray Productions

**Moderator: Dror Globerman - Digital Expert and TV Host, Keshet Media Group**

**12:10-12:35- Comedy for the Win! A Serious Case for Political Comedy**

**Mik Moore -** Founder and Principal, Moore + Associates

**12:35-13:00- Case Study – The Story of Giro D’Italia Israel 2018**

**Sylvan Adams -**Entrepreneur, Ambassador at Large for Israel

**13:00-14:00- Lunch Break**

**14:00-14:30- Fireside Chat**

**Alex Mahon -** CEO, Channel 4

**Moderator: Avi Nir - CEO, Keshet Media Group**

**14:30-15:10- The Film Factor: How Filmmakers are Changing the Landscape of Television**

**Liza Chasin -** Film & Television Producer, Founder of 3dot Productions

**Danny Perkins -** Founder, Elysian Film Group (Former CEO, Studiocanal)

**Sue Naegle -** President of Television, Annapurna Pictures

**Jonathan Baruch -** Founding Partner, Rain Management

**Adi Ezroni** - Co-Head, Keshet Films

**Moderator: Victoria Cook - Partner, Frankfurt Kurnit Klein & Selz**

**15:10-15:40- Animation.il – Made in Jerusalem**

**Yoram Honig** of the Jerusalem Film Fund and Israeli Creators Present: The Best of Israeli Animation

**15:40-16:20- Coffee Break**

**16:20-16:50- The Magical Science of Storytelling**

**Stacy Rukeyser -** Showrunner

**Katie O’Connell Marsh** - CEO, Platform One Media

**Joe Mace -** Commissioner, ITV Entertainment

**Moderator: Orly Adelson - President, Orly Adelson Productions**

**16:50-17:30- Breaking Story: Inside the Writer's Mind**

**Greg Berlanti** – Writer, Producer, Director (You, The Flash, Riverdale)

**Jed Mercurio** – Screenwriter and Showrunner (Bodyguard)

**Moderator: Rick Rosen - Head of Television, WME**