

“Practices and Trends in Hollywood”

WEEK 1

Preliminary Schedule

<i>DATE</i>	<i>TIME</i>	<i>LECTURE</i>	<i>LOCATION</i>	<i>INSTRUCTOR</i>
Mon Aug 18	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>Overview of Hollywood Trends</i>	UCLA Faculty Center Sequoia Room	Stuart Volkow Digital media consultant
	12:00pm-2:00pm	<i>Welcome Lunch</i>	UCLA Faculty Center Redwood Room	
	2:00pm-4:30pm	<i>Doing Business with Hollywood</i>	UCLA Faculty Center Sequoia Room	Jean Chung President Better Communications & Consulting Marty Shindler The Shindler Perspective
Tues Aug 19	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>Marketing Content to a Global Audience</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Jim Fredrick Marketing consultant
	12:00pm-2:00pm	Lunch break		
	2:00pm-4:30pm	<i>Story Development and the Three Act Structure</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Peter Russell Story analyst
Wed Aug 20	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>Trends and Strategies in American Television</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Meryl Marshall-Daniels President, Two Oceans Entertainment

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Wed Aug 20	12:00pm -2:00pm	Lunch break		
	2:00pm- 4:30pm	<i>The Feature Film Business</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Judith Merians Entertainment attorney
Thurs Aug 21	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am- 12:00pm	<i>Case Study: Digital Media – MTV.com</i> <u>**All participants MUST bring a photo ID.</u> <u>**No photography allowed.</u>	MTV 2600 Colorado Ave. Santa Monica, CA 90404	Vincent Williams MTV Digital
	12:00pm -2:00pm	Lunch break		
	2:00pm- 4:30pm	<i>Case Study Television: 19 Entertainment</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Staci Weiss SVP, 19 Entertainment
	4:30pm- 7:00pm	Dinner break		
	7:00pm	Bus departs 1010 Westwood		
	7:00pm- 8:30pm	<i>Networking Event</i>	Luxe Sunset Hotel Terrace 11461 Sunset Blvd. Los Angeles, CA 90049	
Fri Aug 22	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am- 12:00pm	<i>Case Study: Feature Film</i>	UCLA Extension Room 415 1010 Westwood Blvd.	Kelly Kiernan Producer/ consultant
	12:00pm -2:00pm	Lunch break		
	2:00pm- 4:30pm	<i>Hollywood Talent Agency</i> <u>**All participants MUST bring a photo ID.</u>	William Morris Agency Beverly Hills, CA	Edward Ryan Jamie Shorthill William Morris Consulting

“Practices and Trends in Hollywood” WEEK 2

DATE	TIME	LECTURE	LOCATION	INSTRUCTOR
Mon Aug 25	1:00pm	Bus departs Wilshire Plaza Hotel		
	2:00pm-4:30pm	<i>Case Study Digital Media: Current TV</i>	UCLA Extension Room 211 10995 LeConte Ave.	Laura Ling Managing editor, Vanguard – Current TV
Tues Aug 26	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>Case Study Mobile</i>	UCLA Extension Room 211 10995 LeConte Ave.	Brad Spahr Director of Mobile Entertainment, Sony
	12:00pm-2:00pm	Lunch break		
	2:00pm-4:30pm	<i>Case Study: Animation</i>	UCLA Extension Room 211 10995 LeConte Ave.	Alex Manugian Consultant
Wed Aug 27	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>International Co-Productions</i>	UCLA Extension Room 211 10995 LeConte Ave.	TBD
	12:00pm-2:00pm	Lunch break		
	2:00pm-4:30pm	<i>Visit to a Visual Effects House</i> <u>**All participants MUST bring a photo ID.</u>	Rhythm + Hues Studios 5404 Jandy Place Los Angeles, CA 90066 (near Centinela and Jefferson)	TBD
Thurs Aug 28	8:30am	Bus departs Wilshire Plaza Hotel		
	9:30am-12:00pm	<i>Case Study Entertainment Marketing</i>	UCLA Extension Room 211 10995 LeConte Ave.	Stephan Manpearl Marketing consultant
	12:00pm-2:00pm	Lunch break		

<i>DATE</i>	<i>TIME</i>	<i>LECTURE</i>	<i>LOCATION</i>	<i>INSTRUCTOR</i>
Thurs Aug 28	2:00pm- 4:30pm	<i>Inside Social Media</i>	UCLA Extension Room 211 10995 LeConte Ave.	Beverly Macy Partner and Co- Founder, Y&M Partners
Fri Aug 29	8:30am	Bus departs Wilshire Plaza Hotel		
	10:00am 12:30pm	<i>Roundtable: Strategic Partnerships</i>	Mays Landing 28820 Cliffsides Dr Malibu, CA 90265	Michael Donaldson Attorney
				Paul Yi Managing Director, MK Pictures Los Angeles
	12:30pm -1:30pm	<i>Group Presentations</i>		James Kang Producer
1:30pm- 3:00pm	<i>Closing Certificate Ceremony and Lunch</i>			