



National Association of Theatre Owners™

The 2nd Annual NATO Fall Summit: Turning Today's Challenges Into Tomorrow's Opportunities

12-13 November 2014 | Hyatt Regency Century Plaza

WEDNESDAY, 12 NOVEMBER 2014

2:00 - 5:00PM: (Plaza Foyer – Plaza Level)

NATO FALL SUMMIT CHECK-IN

For those Los Angeles-based attendees, credentials can also be picked up on Wednesday morning outside the Beverly Hills Room.

6:00PM: (Buses will depart from the Hyatt Regency Century Plaza at 5:00PM)

ON-THE-LOT WITH PARAMOUNT PICTURES

Paramount Pictures is delighted to once again welcome NATO members to its historic lot for an evening of fun, food and film. The festivities will take place in the Paramount Theatre with an informal dinner reception followed by a studio presentation.

THURSDAY, 13 NOVEMBER 2014

8:00AM: (Beverly Hills Room – California Level)

BREAKFAST & KEYNOTE ADDRESS (Program starts promptly at 8:30AM)

THE BIG SHIFT: NAVIGATING THE NEW ECONOMY

NANCY GIORDANO, *Founder, Play Big Inc.*

After speaking with ten diverse, high-level industry executives, Nancy Giordano, a leading brand futurist, will give her evaluation and assessment of the past, present, and future of the motion picture theater industry.

9:45AM: (Santa Monica Room – California Level)

PROTECTING THE MOVIE THEATER FROM EXTERNAL THREATS

Learn how the U.S. Department of Homeland Security and exhibition security leaders approach the important work of protecting theater employees and patrons. The session will address preparedness and response to active shooter situations, bomb threats, fires, epidemics and natural disasters.

JONATHAN D. RICHESON, *Security Specialist, Commercial and Government Facilities Section,*
Department of Homeland Security

10:45AM: (Beverly Hills Foyer – California Level)

REFRESHMENT BREAK

11:15AM: (Santa Monica Room – California Level)

YOU GOTTA BELIEVE: THE IMPORTANCE OF FAITH-BASED FILMS

Never before in the history of the movies have faith-based films played a more important role in our industry. It's important to elevate films that skew faith-based because there is an audience out there that does want higher-quality films that are treated like mainstream films (ex: "Heaven is For Real", which grossed more than \$90 million domestically). This promises to be a lively, informative and inspirational discussion on a most important and relevant topic.

Moderator: **GORDON PADDISON**, *President & CEO, Stradella Road*

Introductory Presentation:

DEVON FRANKLIN, *Founder, Franklin Entertainment & Former SVP/Production, Columbia Pictures*

Panelists to Date:

RICH PELUSO, *Senior Vice President, AFFIRM Films*

ADRIAN SMITH, *President Domestic Distribution, Sony Pictures Releasing*

THURSDAY, 13 NOVEMBER 2014 *(continued)*

12:30PM: (Green Circle Terrace - California Level)

NETWORKING LUNCH

1:45PM: (Santa Monica Room - California Level)

LEARNING FROM THE RETAIL EXPERIENCE

Malls and movie theaters share much in common and are facing similar challenges, the most important being, how to get the consumer out of the house and back into their malls/theaters. Two of the world's leading mall and lifestyle center companies will share their insight on what lies ahead in tackling this important topic.

FRED BRUNING, CEO, CenterCal Properties LLC

WILLIAM Y. HECHT, SVP, U.S. Development, Westfield LLC

2:45PM: (Santa Monica Room - California Level)

INNOVATE TO COMPETE AND DOMINATE: FACING TODAY'S CHALLENGES HEAD-ON

A discussion on how technology can help exhibitors understand and connect with their customers better to build greater retention and revenue. This includes touch points from the box-office, concessions and kiosks through to website and mobile apps and will then look at what kind of data we can gather and use to greater advantage. Once we know who our customers are, we can begin to personalize the experience at every stage of interaction.

Moderator: **DEREK FORBES, President, Vista USA**

Panelists:

DAVID DOYLE, SVP & CIO, Regal Entertainment

PETER FURNISH, VP/Marketing, Cineplex Entertainment

JEFF GOLDSTEIN, EVP/General Sales Manager, Warner Bros. Pictures

WILL PALMER, CEO, Movio

3:45PM: (Beverly Hills Foyer - California Level)

REFRESHMENT BREAK

4:15PM: (Santa Monica Room - California Level)

LIVE TEEN PANEL - WHAT FACTORS INTO TEEN MOVIEGOING DECISIONS?

Moderator: **GREGG WITT, Chief Engagement Officer, Immersive Youth Marketing**

Panelists: **To be comprised of teenagers from varied backgrounds and ethnicities**

Ask cinema owners what their biggest challenge is, and many will talk about the difficulty getting teens to go to the movies as often as past generations. The answer is not as simple as marketing via social media platforms. Teens are more media and tech savvy than ever before. What motivates and inspires today's teenager to get engaged? Here's your chance to submit questions and hear honest answers straight from the source.

5:30PM: (Beverly Hills Foyer - California Level)

RECEPTION

6:15PM: (Beverly Hills Room - California Level)

DINNER & KEYNOTE ADDRESS

KEVIN FEIGE, President, Marvel Studios

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