

CONFERENCE SCHEDULE



2:00 - 2:20	Arrival and Registration			Outside of The Wave
2:20 - 2:40	Welcome			The McKellar Room
2:40 - 3:10	Keynote Speaker: Alessia Grosso Senior Vice-President, Communications Strategy, Havas Media Network			The McKellar Room
3:20 - 3:40	Breakout Session One			
	The McKellar Room	UCC 147A	UCC 147B	UCC 269
	Meghan Houlihan Manager, Marketing Intelligence and Strategy, Nestle	Mark Ollivierre Sr. Game Producer, Blizzard Entertainment	Sarranya Surendran Account Manager, Snap Inc. (Snapchat)	Shaun Ferguson Associate Director, EssenceMediacom Canada
3:50 - 4:30	Level Up Your Job Search Mastering AI Tools and Networking for Career Success with Michelle Zuber Career Coach, Career Education, Student Experience			The McKellar Room
4:40 - 5:00	Breakout Session Two			
	The McKellar Room	UCC 147A	UCC 147B	UCC 269
	Varsha Kumar Director of Digital Marketing Partnerships, Live Nation Entertainment	Chris Pandza Design, Incite at Columbia University	Henry Standage Creative Manager, Bonus Track	Skylar Gomes Senior Account Executive, MacIntyre Communications
5:00 - 5:10	Snack Break			The McKellar Room
5:10 - 5:30	Breakout Session Three			
	The McKellar Room	UCC 147A	UCC 147B	UCC 269
	Natalie Diezyn Publicist and Partnerships Specialist, Disney	Chris Pandza Design, Incite at Columbia University	Samir Kashyap Associate Producer, Cineflix	Cindy Pham Project Lead, AI Ethics Office, Sony
5:40 - 6:00	Breakout Session Four			
	The McKellar Room	UCC 147A	UCC 147B	UCC 269
	Meghan Houlihan Manager, Marketing Intelligence and Strategy, Nestle	Brent Barron Director, Strategy & Transformation, CIFAR	Kate Wallace Marketing Professional formerly at Apple Music and Apple News	Shaun Ferguson Associate Director, EssenceMediacom Canada
6:10 - 6:30	Breakout Session Five			
	The McKellar Room	UCC 147A	UCC 147B	UCC 269
	Mark Ollivierre Sr. Game Producer, Blizzard Entertainment	Sarranya Surendran Account Manager, Snapchat	Henry Standage Creative Manager, Bonus Track	Varsha Kumar Director of Digital Marketing Partnerships, Live Nation Entertainment
6:30 - 8:00	Dinner, Prizes, Networking Bingo, and Closing Remarks			The Wave
8:00 - 10:00	Social Hour			The Wave