

# Geneva Convention 2017 - Schedule of Events

## TUESDAY, SEPTEMBER 12, 2017

9:00am – 7:00pm	Convention Registration	Ballroom Coat Check
11:15am & 11:30am	Buses depart for Scenic Lunch Cruise	Hotel Entrance
12:00 Noon – 2:00pm	Scenic Lunch Cruise	Geneva Lake
10:30am – 11:45am	Golfer's Lunch	Golf Pavilion
11:30am – 11:45am	Special Presentation by Variety	Golf Pavilion
12:00 Noon (Shotgun Start)	Variety - The Children's Charity Golf Classic	The Brute
2:15pm	Buses depart from Scenic Lunch Cruise	Geneva Lake
5:45pm – 6:15pm	Buses depart for Screening - continuous shuttling	Hotel Entrance
6:30pm	20TH Century Fox Presents: -Studio Marketing Presentation -SCREENING: The Mountain Between Us	Geneva Theater
8:45pm	Opening Night Party & Buffet Reception	Grand Pool

## WEDNESDAY, SEPTEMBER 13, 2017

6:30am	Get up and "Walk with Will"	Hotel Entrance
7:30am – 6:00pm	Convention Registration	Ballroom Coat Check
7:00am – 9:00am	Breakfast Buffet	Geneva ChopHouse
7:00am – 9:00am	Breakfast on the Run – Coffee/Bagel/Pastry	Café Gelato
9:00am	Studio Marketing Presentations: Part I • Sony, Lionsgate, Paramount	Maple Lawn Ballroom
10:30am	National NATO Briefing	Maple Lawn Ballroom
11:15am	Seminar: Expanding Your Food & Beverage Options • Chris Johnson – CEO, Classic Cinemas • Ron Krueger II – President & CEO, Southern Theatres • Rob Novak – Vice President of Concessions, Marcus Theatres • James Herd – COO, Paragon Theaters • Leon Newnham - President, Vista Entertainment Solutions USA • Chad Philhour- Principal, TK Architects	Maple Lawn Ballroom
12:15pm	Opening Awards Luncheon & Disney Marketing Presentation	Grand Ballroom
1:30pm	Studio Marketing Presentations: Part II • Annapurna, Warner Bros, Roadside Attractions, Focus Features	Maple Lawn Ballroom
2:30pm	Boxoffice Conference: Industry Trends • Julien Marcel - CEO, Webedia Entertainment • John Partilla – CEO, Screenvision Media • Arthur Seago – Former President, Santikos Entertainment • Glenn Morten – VP of New Technologies, Nagra Kudelski Group	Maple Lawn Ballroom
3:30pm – 7:00pm	Trade Show	The Forum
5:45pm – 6:45pm	Cocktails on the Trade Show Floor	The Forum
7:00pm	Gala Awards Dinner & Universal Marketing Presentation	Grand Ballroom
9:30pm	Fox Searchlight Presents: -Studio Marketing Presentation -SCREENING: Three Billboards Outside Ebbing, Missouri	Geneva Theater

## THURSDAY, SEPTEMBER 14, 2017

6:30am	Get up and "Walk with Will"	Hotel Entrance
7:30am – 11:00am	Registration	Ballroom Coat Check
8:30am – 9:30am	Breakfast on the Trade Show Floor	The Forum
8:30am – 10:30am	Trade Show	The Forum
10:30am	Seminar: Engaging Moviegoers & Increasing Concession Sales • Denise Needham - Chief Sales Officer, SurveyMe	Maple Lawn Ballroom
11:15am	Seminar: eSports - Gaming in Theatres • Clint Wisialowski – Vice President of Sales, Marcus Theatres • Heather Blair – Head of Cinema Sales, MediaMation • King 'KIMA' Perez De Tagle, Founder and CEO of Hammers Esports • Michaël Daudignon - Marketing Director at Toornament by Webedia	Maple Lawn Ballroom
12:30pm	Closing Luncheon and Hall of Fame Award Induction	Evergreen Ballroom

\*No electronic devices are allowed in the Maple Lawn Ballroom during Studio Marketing Presentations. Agenda programs & screenings are subject to change. Recording devices will not be allowed in any screenings