

### **WILL'S WINE WALK**

**Tuesday, September 25 – Bus Departs at 12:30pm from Hotel Entrance**

Join your host, the Will Rogers Motion Picture Pioneers Foundation, as they take you on a stroll along the lakeside Shore Path in Downtown Lake Geneva, followed by a Museum Visit & Wine Tasting on Tuesday, September 25th from 12:30pm - 4:30pm. Cost is \$30 per person.

The Lakeside Shore Path is dotted with Gilded Age mansions, many of which were built by wealthy Chicago natives who made their way up north to build summer estates after the Great Chicago Fire of 1871.

Geneva Lake Museum has been called one of the best small-town museums by the Smithsonian. They discover and preserve the rich history that hides throughout Geneva Lake and the surrounding communities. [www.genevalakemuseum.org](http://www.genevalakemuseum.org)

Studio Winery is a small-batch urban winery located on the fashionable Upper East Side of Lake Geneva featuring an art gallery, recording lounge, and indoor & outdoor seating. Enjoy a private tasting and select your favorite wine – you'll receive a complimentary bottle to take away! [www.studiowinery.com](http://www.studiowinery.com)

Please note: this is an “active” walking tour. After arriving downtown - and before returning to the Grand Geneva Resort - bus transportation will only be available between stops if necessary. Lunch is not included so please plan accordingly.

### **LET'S START WITH SECURITY: A DATA SECURITY PRIMER**

**Wednesday, September 26 – Grand Ballroom, 8:20am**

From personal data on employment applications to computer files containing customers' addresses and credit card numbers, sensitive personal and financial information often pervades every facet of a business. William Hodor, an attorney with the Federal Trade Commission, will discuss data security and explore best practices for small- and medium-sized businesses that handle sensitive information. Mr. Hodor also will highlight the FTC's “Start with Security” effort to educate businesses about sound data security practices.

WILLIAM (BILL) J. HODOR is a staff attorney at the Federal Trade Commission's Midwest Region Office in Chicago. Bill began his career at the FTC in 1998 as a law clerk. In 2000, Bill returned to the Midwest Region as a staff attorney. While at the FTC, Bill has spearheaded multiple federal and state law enforcement sweeps targeting credit repair scams. Bill also has litigated several cases involving phantom debt collection, credit repair, spam, advance-fee credit cards, employment opportunities, telemarketing, and cross-border fraud. In 2012, Bill led the FTC's joint law enforcement effort against companies that allegedly made deceptive cardholder services robocalls. Bill regularly speaks to consumer groups about a variety of issues including identity theft, data- and cyber-security, and consumer fraud. Bill also serves as a representative on the FTC's Legal Services Collaboration. Prior to returning to the FTC as a staff attorney, Bill worked at the Chicago office of a national law firm. Bill received his B.A. in economics, cum laude, from Lawrence University in Appleton, Wisconsin, and his J.D. from DePaul University College of Law.

### **DIRECT DISTRIBUTION PLATFORMS & CONTENT**

**Wednesday, September 26 – Maple Lawn Ballroom, 10:45am**

Direct distribution has emerged as the latest innovation in exhibition's quest to fully untap the potential of digital cinema. This panel discussion will highlight how two of the newest technologies in the space—Eclair's eclairplay and Nagra Kudelski's myCinema—are currently bringing a new breadth and diversity of content to theaters around the nation.

Complementing the discussion, event cinema distributors Screenvision and CineLife Entertainment (from Spotlight Cinema Networks) will share their own insights on how alternative content marketing and programming has evolved in recent years, and where the sector could be heading in the coming years.

Covering the latest in marketing, programming, and distribution technology, this discussion will shed light on the exciting new opportunities available to exhibitors looking to expand their event cinema presence.

### **HUG YOUR HATERS & FIRE UP YOUR FANS**

**Wednesday, September 26 – Grand Ballroom, 11:30am**

Haters are not your problem...ignoring them is.

If it feels like you see more complaints about your theater now than ever, you're right. Whiners love an audience, and the internet gives them a global one with the flip of a switch. In this eye-opening session we'll explore research into why and how people complain, and how to turn them into a business advantage by doing one thing your competitors probably don't: responding.

We'll also explore the vast universe of online reviews and discuss how to get as much as possible out of the limited time you have to manage. How do you even get customers to leave reviews in the first place?

80% of companies say they deliver great customer service. 8% of their customers agree. We'll explore the critical steps necessary to make reviews about your theater a strategic advantage.

### **SUBSCRIPTION BASED MEMBERSHIPS**

**Wednesday, September 26 – Maple Lawn Ballroom, 1:30pm**

Over the past several years the concept of subscription moviegoing has come to the cinema industry in a major way, with certain exhibitors and third-parties proving there is significant demand for such a product. Yet there remains countless complicated questions and legitimate concerns associated with subscription moviegoing which the industry needs to address. This discussion will address the past, present and future of subscription moviegoing with a panel of leading exhibitors and services currently in the space.

### **NATIONAL NATO BRIEFING**

**Wednesday, September 26 – Maple Lawn Ballroom, 2:15pm**

Patrick Corcoran, VP & Chief Communications Officer of NATO will discuss box office data, legislation and legal issues, the DOJ's review of the Paramount Consent Decrees, NATO programs, and NATO's PR initiatives.

### **LIVE COOKING DEMONSTRATION**

**Wednesday, September 26 – Maple Lawn Ballroom, 2:45pm**

Introducing Vector® Multi-Cook Ovens with Structured Air Technology® from Alto Shaam. On Wednesday, September 26, Andrew Fisher, Corporate Chef at Alto-Shaam, will be doing a live cooking demonstration with their new Vector Multi-Cook Oven. These ovens are unlike any other on the market. Control temperature, fan speed and cook time in each individual oven chamber. Cook food the way it's meant to be cooked – to perfect your dishes. Expand your menu. Cook up to four different food items simultaneously - with zero flavor transfer. Cook twice as much food in the same amount of time as traditional ovens. Structured Air Technology provides superior cooking evenness, food quality and consistency. Countertop models are ventless and waterless, perfect for anywhere if you're tight on space. Learn more by visiting <https://www.alto-shaam.com/en/vector> or watching the video: <https://p.widencdn.net/ntiias/4-Ovens-in-1-Vector-Multi-Cook-Oven?download=true>.

Autofry ventless fryers are completely automated, taking the hard work out of frying and ensuring a quality product output day in and out. Being a self contained fryer, you'll never have to worry about your employees getting burnt with hot oil. Plus with a built in ANSUL fire suppression system, each AutoFry model is fully equipped as one of the safest commercial deep fryers on the market. For more information visit [www.AutoFry.com](http://www.AutoFry.com)

### **ICA MEETING & PARAMOUNT CONSENT DECREE FAQ**

**Thursday, September 27 – Maple Lawn Ballroom, 10:30am**

Join fellow exhibitors for an open discussion and update from the Independent Cinema Alliance on its efforts to promote the preservation and prosperity of independent cinemas as an essential part of a healthy motion picture industry.

This FAQ conversation also aims to explain what the Consent Decrees are, the practices they forbid, and how interested parties can participate in the DOJ's review process.

### **BOXOFFICE ACADEMY: INDUSTRY & WEB ANALYTICS FOR YOUR CINEMA**

**Thursday, September 27 – Maple Lawn Ballroom, 11:15am**

Is your cinema keeping up with the digital revolution? With 90% of today's consumers beginning their moviegoing journey online, having the right digital presence and strategy is vital to engaging and retaining your audience.

In this session, Joey Hudson and Sarah Grossman from Webedia Movies Pro will go over the benefits of incorporating analytics into your cinema's digital marketing plans. From showtime discovery to ticket purchase, this presentation will help you develop the skills and tools you need to maximize your theater's online presence.