

Geneva Convention 2022 - Schedule of Events

TUESDAY, SEPTEMBER 27, 2022

9:00am – 7:00pm	Convention Registration	Ballroom Coat Check
10:30am – 11:45am	Golfer's Lunch (Registered Golfers Only)	Golf Pavilion
Noon (Shotgun Start)	Variety - The Children's Charity Golf Classic	The Brute
1:30pm – 3:30pm	Cook With Will: Healthy Culinary Cooking Demo & Wine Tasting	Geneva Chophouse
5:30pm – 6:30pm	Buses depart for Emagine Theater- continuous shuttling	Hotel Entrance
5:30pm – 6:30pm	Pre-Screening Reception	Emagine Geneva Lakes
6:30pm	Surprise Screening	Emagine Geneva Lakes
9:00pm	Opening Night Party & Buffet Reception	Grand Chalet

WEDNESDAY, SEPTEMBER 28, 2022

7:30am – 6:00pm	Convention Registration	Ballroom Coat Check
7:30am – 8:30am	Breakfast (Buffet Closes at 8:30am)	Grand Ballroom
	<ul style="list-style-type: none"> • How Mobile MovieGoing Can Impact Your Bottom Line • Paramount Studio Product Reel Presentation 	
9:00am	Studio Product Reel Presentations	Maple Lawn Ballroom
11:15am	Workplace Happiness as a Strategic Business Advantage	
	<ul style="list-style-type: none"> • Presented by Valerie Alexander, Author & Keynote Speaker 	Maple Lawn Ballroom
12:30pm	Awards Luncheon & Variety Children's Charity Presentation	Grand Ballroom
2:00pm	Independent Cinema Alliance (ICA) Update	Maple Lawn Ballroom
2:30pm	The Boxoffice Conference:	Maple Lawn Ballroom
	New Approaches to Hiring: How to Expand Your Labor Pool	
	<ul style="list-style-type: none"> • Jackie Brenneman, EVP & General Counsel, NATO & President, Cinema Foundation • Stacy Babl, PHR, SHRM-CP, Sr. VP, Human Resources, Marcus Theatres • Valerie Alexander, Author & Keynote Speaker • Moderated by Rebecca Pahle, Deputy Editor of Boxoffice Pro 	
3:30pm – 7:00pm	Trade Show	The Forum
5:30pm – 6:30pm	Cocktails on the Trade Show Floor	The Forum
7:00pm	Gala Awards Dinner	Grand Ballroom
9:30pm	After Party with Gaming and Esports	Emagine Geneva Lakes
9:30pm-11:30pm	Buses to/from Emagine Theater- continuous shuttling	Hotel Entrance

THURSDAY, SEPTEMBER 29, 2022

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
10:00am	Variety Silent Auction Closes	The Forum
10:45am	ICTA: Learn How To Monetize Gaming and Esports In Cinema	Maple Lawn Ballroom
	<ul style="list-style-type: none"> • Frank Tees, President of the International Cinema Technology Association & Vice President of Technical Sales Support at Moving iMage Technologies, Inc. • Rick Starr, CEO of SNDBX & EVP of CW Theaters 	
11:15am	Open Captioning Update	Maple Lawn Ballroom
	<ul style="list-style-type: none"> • Presented by Doug Murdoch, Executive Director of Mid-Atlantic NATO (Maryland, Virginia, DC) & Executive Director of CATO (Connecticut Association of Theatre Owners) 	
11:45am	NAC: New Trends in Food & Beverage	Maple Lawn Ballroom
	<ul style="list-style-type: none"> • Rob Novak, President Elect of NAC & Sr. Vice President of Food and Beverage at Marcus Theatres • Chris Johnson, Regional Vice President of NAC & CEO of Classic Cinemas • Dante Michael Reesman, Director of Food & Beverage, Emagine Entertainment, Inc. 	
12:15pm	Closing Luncheon, Hall of Fame Induction & Independent Product Reel Presentations	Grand Ballroom

*No electronic/recording devices are allowed during Studio Marketing Presentations & Screenings