

As excitement builds for the [Cablefax Leaders Retreat](#) on April 30 – May 1, we're laser focused on creating something completely unique and impactful. We've invited some participants to be "conversation starters" for their area of expertise, but once the conversation gets going everyone in the room will be able to add their own insights and perspectives. And the takeaways that come out of these interactive discussions are sure to be pretty incredible for everyone involved. View the updated agenda below for details.

April 30, 2018 – DAY ONE

8:30 – 10:00 a.m. | Prep Talk: Artificial Intelligence and the TV Ecosystem

For those arriving early, we will host an off-the-record, interactive discussion delving into the many issues surrounding AI, including how the technology affects the consumer experience, customer service, content navigation, privacy, the Internet of Things and more. AI experts from IBM and Davis Wright Tremaine will be in the room to help us work through both the technological and legal implications, respectively. This is a great way to prepare for many of the issues that will be addressed throughout the Leaders Retreat.

In this pre-retreat discussion, you'll learn how to:

- ➔ Leverage AI while weighing the advantages and risks.
- ➔ Prepare the business for potential regulatory demands around AI and machine learning.
- ➔ Deploy machine learning front-end and back-end operations.
- ➔ Avoid charges of cultural or racial algorithmic bias.
- ➔ Determine which actions should be fully automated or left to affirmative human intervention.

10:00 – 11:00 a.m. | Morning Break

11:00 a.m. – Noon | Welcome Brunch

Noon – 1:30 p.m. | Industry Leaders Forum Finding the Best... and Keeping Them in Times of Change

In this welcome session, we'll set the stage for two days of game-changing discussions vital to the future of your business and career with a round of interactive discussions.

Then we'll tackle recruiting, retention and diversity as the industry faces unprecedented competition for talent amid a rapidly evolving TV ecosystem in a series of off-the-record discussions.

First, **Comcast EVP and Chief Diversity Officer David Cohen** will discuss ways that the industry's biggest player continues to draw the best and brightest even amid Silicon Valley's growing influence.

Then top media business headhunter **Ann Carlsen of Carlsen Resources** will share insights on how the cultures of traditional media and Silicon Valley can differ, and what both sides are doing right and wrong to attract top talent.

And finally, **Needham & Co's Laura Martin** will widen the conversation to explain how these OTT players are trying to aggregate their way to dominance, sharing exclusive insights from her newest report, "The Future of Media: An Epic Battle."

1:30 – 6:00 p.m. | Afternoon Activities

Join your peers for a round of golf, kayaking adventure or a conservation tour at White Oak.

6:00 – 7:15 p.m. | R&R: Relax and Refresh

7:15 p.m. | Cocktail Reception

8:00 p.m. | Networking Poolside Dinner

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May 1, 2018 – DAY TWO

6:15 a.m. | Sunrise Walk (optional)

What better way to wake up than a crisp walk along the beach to take in the sights, smells and sounds of beautiful Amelia Island.

8:00 – 9:00 a.m. | Breakfast

9:00 – 10:30 a.m. | Industry Leaders Forum Measuring Success Here, There and Everywhere

We'll cover a lot of ground in this morning discussion as we examine how industry leaders can measure success, whether in Washington, around the world or simply with customers and viewers. Often it all comes down to understanding the goals of policymakers, competitors and customers.

First, our conversation starters **NCTA COO Dane Snowden** and **ACA President & CEO Matt Polka** will prime us on the deregulatory tsunami that has changed the game in Washington. But the outlook for net neutrality, consolidation, retransmission consent, 5G and other hot topics could hinge as much on policy as each company's position in the marketplace.

Then we'll discuss how the U.S. market differs (and often doesn't) from international markets as the media business becomes an increasingly global endeavor. Helping us to kick off that discussion will be as **Liberty Global's Bob Leighton**.

And finally, as Facebook and others face more governmental scrutiny on the use of customer data, **Parrot Analytics' Alejandro Rojas** will give us a glimpse into the future. Spoiler alert: It's all about marrying thousands of data points into an intensely accurate profile of customer behavior.

10:30 – 11:00 a.m. | Networking Break

11:00 – 12:30 p.m. | Industry Leaders Forum Embrace the Future, Prepare the Present

As we start to formulate retreat takeaways, we'll explore the TV ecosystem, how it could evolve in the future—and how executives with varied missions and corporate situations can seize the initiative and future-proof their businesses. As always, everything is off the record.

First we'll chat with **Philo's Mike Keyserling** about how this innovative virtual MVPD has wooed cord-cutters and cord-nevers (ie, millennials) with a stripped down package devoid of sports, news or broadcast nets. Is this the future of media or just another option for an increasingly fractured marketplace?

Then we'll tackle the economics of OTT and skinny bundles, as well as how so many options make marketing even more vital for traditional players. **CTAM's Vicki Lins** will start us off with a primer on how content providers and distributors are positioning themselves amid the changing TV ecosystem. How can the industry enhance its reputation as consumer perceptions morph and evolve—especially as it expands services with the connected home and beyond?

Finally, we'll turn our attention to futuristic endeavors as we discuss artificial intelligence and machine learning with **IBM's Michael Clanton** and **Davis Wright Tremaine's Paul Glist**. What's the state of the technology and how will both traditional and new players best position themselves to profit from it in the coming years?

12:30 – 2:00 p.m. | Lunch

2:00 – 3:00 p.m. | Industry Leaders Forum It's a Wrap... Now What Can We Take Back to the Office?

In this final session, we'll discuss overall takeaways from the last two days of discussions—and we'll brainstorm key actions that senior executives must take today to ensure a robust and growth-oriented strategy going forward.

3:00 p.m. | Final Toast and Good-byes

Registration is limited! www.cablefax.com/event/2018-cablefax-leaders-retreat