



## BEST OF DISNEY

### COMMUNICATION

**TITLE:** Join us for the “Best of Disney” on Aug 22 at the Walt Disney Studios Lot:

Want to get an inside look at some of the most innovative products, experiments, and discussions taking place across The Walt Disney Company? Join Walt Disney Studios Technology and Disney Technology Solutions & Services (DTSS) as they present the inaugural “Best of Disney” event at the Walt Disney Studios Lot. The business segments scheduled to participate include Walt Disney Studios, ABC, ESPN, Marvel, Industrial Light & Magic, Walt Disney Parks & Resorts, Disney Interactive, Walt Disney Imagineering, Disney Consumer Products and much more! All employees are welcome to attend.

**WHEN:** Friday, August 22, from 9a.m. to 5p.m.

**WHERE:** Frank G. Wells Rooms A-D and Lobby, the Atrium, and Frank G. Wells Screening Room

**WHAT TO EXPECT:** Learn groundbreaking techniques that business segments across The Walt Disney Company are using to increase success through innovation. Listen to a diverse set of views via our keynote and panel discussions focusing on unexpected ways innovation can be approached. The “Best of Disney” event will feature an exhibition space where you can participate in live demos, discuss ideas with innovators, and discover inventions that you can apply in your own line of business. This event should spark ideas that will help you start transforming and experimenting in your own team.

**PARKING:** Park in the Zorro parking structure near the Riverside entrance.

**EVENT MAP:** Event map and exhibitors locations can be found on page 5 and on your ‘Best of Disney’ mobile app.

*“The biggest enemy of innovation is fear.”*

Lara Sasaran - Walt Disney Studios, Strategy & Innovation

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## BEST OF DISNEY PANELS

FGW Theater

August 22nd: 9am-5pm

(See event map - page 5)

**INTRODUCTIONS:** Lara Sasaran

**MODERATORS:** Vicki Beck, M.P., or Lara Sasaran

### ACCEPTED PANELS:

**10am - 10:45am: 'Adding Fuel to the Flame'**

**Panelists:** Michael Jung, Patrick Brennan, Trish Cerrone, Peter McGrath

**Subject:** Education Innovation

**Description:** This panel will focus on how Disney has approached education to identify, influence and groom the quality of future candidates that we hope to engage, as well as to deeply immerse ourselves in the culture, trends, topics, and opportunities that these diverse points of view, from K-College, give right back to us. The panelists all have experience as educators, both internally and externally, above and beyond their primary priorities, as part of a global desire to discuss and inspire innovation from an educational standpoint.

Moderator: *Vicki Beck*

**11am - 11:45am: 'The Clock is Ticking: Saving Sleeping Beauty'**

ARL and GETTY - **Panelists:** Kristen McCormick, Michael Schilling

**Subject:** The Ripples of Innovation

**Description:** The Animation Research Library (ARL) is proactive in preserving Walt Disney Studios Animation Artwork collection; the collection includes artwork from Oswald the Lucky Rabbit to Frozen. The ARL is collaborating with the Getty Conservation Institute (GCI) on a multi-year project to study the materials in animation cels in an effort to develop conservation strategies for this unique art form. The initial work has focused on characterizing the plastic substrate for which we discovered a surprising diversity of composition. The study will benefit not only the ARL's collection, but also those in museums and private collections, as well as similar plastics in modern and contemporary artworks. This presentation will be hosted by the GCI scientist and ARL representative who have been working on this project since its inception.

Moderator: *M.P.*

**12pm - 12:45pm: 'Innovation When Failure is Not an Option'**

ILM - **Panelists:** Dennis Muren, John Knoll, Jeff White

**Subject:** Creative Innovation

**Description:** In its 39 year history, ILM has managed to remain on the bleeding edge of creative innovation while never missing a production deadline. What are the secrets, the challenges and the lessons? Witness key moments of transformational innovation in ILM's history with commentary from two Oscar winning visual effects veterans, Dennis Muren and John Knoll, and VFX Supervisor, Jeff White.

Moderator: *Lara Sasaran*

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**1pm - 1:45pm: 'The World Around Us'**

**Panelists:** *Jeff Voris, Joe Hager, Ben Christen, Malcolm Murdock, Steve Makofsky*

**Subject:** Experiential Innovation

**Description:** Why are new technologies that are emerging so spatially aware of our interactions? The insurgency of technology of our consumer's personal space leads many products developed by Disney to be more innovative than ever before. It also allows us to feed more 'magic', entertainment, content, and brand recognition into areas where as before had a limited range to the consumer's person. Building these more intimate relationships with our guests, all different based on where you establish it, be it, film, consumer products, parks, online, etc...lead to a deeper connection with our brand.

*Moderator: M.P.*

**2pm - 2:45pm: 'Creating a Space for Innovation: Shorts'**

**WDAS - Panelists:** *Bryan Davidson, Patrick Osborne, Kristina Reed*

**Subject:** Storytelling Innovation

**Description:** How do you create space that supports risk-taking? How can those spaces be linked to drive artistic, produciorial and creative innovation? This presentation will track the progress of an idea through our monthly SPARK presentation, to our Shorts Program, and the production of an original animated short film - resulting in the soon-to-be released FEAST. **Screening of FEAST will be included - NO CAMERAS.**

*Moderator: Vicki Beck*

**3pm - 3:45pm: 'Follow the Music'**

**Disney Music and ESPN - Panelists:** *David Abdo, Kevin Wilson, Jen Rieber, Ben Houser*

**Subject:** Music Innovation

**Description:** Technology has greatly influenced the consumption, distribution and creative of music. Music has also affected the evolution of invention in other areas as well as those inventions pushing music past assumed efforts. It is used to visualize the brand along with graphics, technical surprise and experiential creation. The panelists will explore these concepts focusing on publishing, storytelling, brand experience, and language innovations.

*Moderator: M.P.*

**4pm - 4:45pm: 'Creating a Culture for Innovation'**

**Disney CTOs - Panelists:** *Jamie Voris, Andy Hendrickson, Michael White, Skarpi Hedinsson*

**Subject:** Strategic Innovation

**Description:** As instigators of innovation within our company, CTOs have a unique opportunity to encourage a cultural shift of fearless environments where risk can be groomed and encouraged. CTOs, from the top down, encourage such a shift within their organizations to make our products and offerings better. What are the take-aways and small steps to all other leaders to drive innovative experimentation within their own organizations? This panel will explore how that shift alters in our demanding technological environment when new technologies constantly emerge, evolve, and expand.

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### EXHIBITION

FGW Quads & FGW Lobby

Event: August 22nd: 9am-5pm

(See event map - page 5)

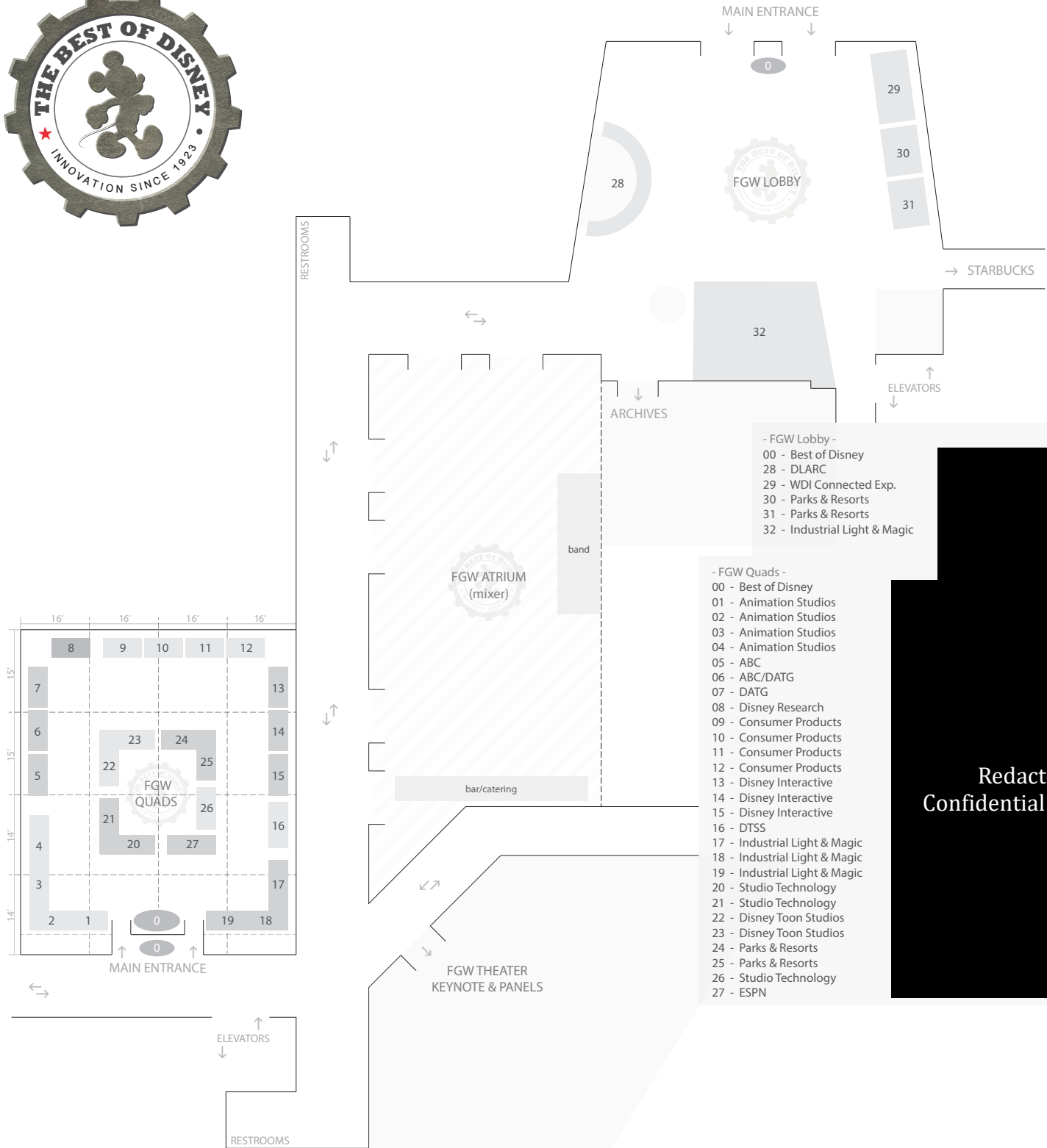
### What will be showcased in the 2014 'Best of Disney' Exhibition Showcase:

ABC  
ABC/DATG  
Animation Studios  
Animation Studios  
Animation Studios  
Animation Studios  
Consumer Products  
Consumer Products  
Consumer Products  
Consumer Products  
DATG  
Disney Interactive  
Disney Interactive  
Disney Interactive  
Disney Toon Studios  
Disney Toon Studios  
Disney Research  
DLARC  
DTSS  
ESPN  
Industrial Light & Magic  
Industrial Light & Magic  
Industrial Light & Magic  
Industrial Light & Magic  
Studio Technology  
Studio Technology  
Studio Technology  
Parks & Resorts  
Parks & Resorts  
Parks & Resorts  
Parks & Resorts  
WDI Connected Exp.

Redacted: Confidential Projects

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**THANK YOU!**

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