

3rd Western MA Film and Media Exchange
For Non-Profits and Small Businesses
“Using Video To Tell Your Story”
Wednesday, October 19, 2016

SCHEDULE FOR THE DAY:

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| 9:15 – 10:00 | Registration |
| 10:00 – 10:15 | Opening Remarks-
Springfield Mayor Domenic Sarno
John D. Bidwell, Director of Marketing and Digital Strategy,
Baystate Health |
| 10:15 – 12:00 | Video Production Overview: Everything You Need To Know
Jonathan Barkan, Executive Director, Communications for Learning
Diane Pearlman, Executive Director, Berkshire Film and Media
Collaborative |
| 12:00 – 1:30 | Visit the Local Filmmakers’ Showcase |
| 12:30 – 1:30 | Lunch and networking |
| 1:30 – 2:45 | Keynote Speaker: Michael Hoffman, CEO, See3 Communications
How Ancient Myth Holds Keys to Video Success |
| 2:45 – 3:15 | Break/coffee/snacks and visit Filmmakers’ Showcase |
| 3:15 – 4:15 | Innovative Video: Best Practices for Social Media Marketing
and Digital Branding.
James Garvey, Social Media Analyst, GCAi
Darcy Fortune, SEO Public Relations Analyst, GCAi |
| 4:15 – 4:30 | Short Break/Coffee/Snacks |
| 4:30 – 5:15 | Local Industry Resources in Western MA
Moderator: Patrick Berry, President, Westfield News Group
Chris Landry, Filmmaker and Communications Consultant, Landry
Communications
Tony Dunne, Executive Producer, “Connecting Point”, WGBY
P. Al Williams, Executive Director, Northampton TV |
| 5:15 – 6:00 | Networking Cocktail Party |