

MEDIA MINDS

Branded
Entertainment
Summit

SPRING 2011



Overview

In its inaugural year, the *Media Minds-Branded Entertainment Summit* is being launched as an annual by-invitation-only gathering of influential executives who represent a rapidly growing constituent of powerful cross-sector leaders driving media, branded content strategy and creation, innovative marketing, and cross-platform distribution. This group will be comprised of history makers and rule breakers.

This intimate business retreat is based on the premise that as corporate executives and entrepreneurs evolve within the branded entertainment space, maximizing their success is inextricably linked to access, information, and partnerships with peers, experts, and business resources. The focus is on increasing the understanding of topical trends shaping this fast changing landscape, while developing new strategies and alliances for expanding business opportunities and growth potential.

With media and viewership fragmentation propelled by a digital world, industry focus has shifted to segmenting audiences and sequencing content. This new world requires a complete understanding of content — how to develop it, produce it, market it, and deliver it, while creating memorable consumer experiences.

The *Media Minds-Branded Entertainment Summit* will be centered on a series of interactive talks and discussion groups led by key business executives, motivators, and academics. This exchange will foster many productive and meaningful business relationships, as well as give birth to new projects and collaborations.

The retreat will take place at a TBD 5-star resort location, with each year, the Summit city/hotel changing to ensure the event remains fresh.



Mission

The *Media Minds Branded Entertainment Summit* assembles highly successful business leaders focused on the urban space — representing the diverse facets touching content, marketing, & distribution — for an important gathering that delivers resources and expertise, empowering them to attain individual goals and generate collective impact.



Attendee Profile

Attendees will be comprised of highly respected individuals who seek to expand their knowledge, relationships, insights, and power base within their respective area, with the goal of executing deals and strategic partnerships that evolve their businesses and deliver continued/amplified success.

Invited attendees will meet a VP (or SVP) and above criteria and represent both the creative and business sides of the operation, from the corporate behemoth to the entrepreneur to the industry service provider.

By way of example, attendees would include participants from the agency world (marketing & talent firms); consumer brand businesses; production companies; filmed entertainment, music, and sports themed entities; private equity and the rising social/digital media sphere. A diverse mix of experts at the top of their games, convened to maximize how they all continue to win big in the space.



Contemplated Retreat Format

- 2 Full Weekdays
- “Conversation With”
Interview, Panels, &
Keynotes Presentations
- Small Group Workshops
- Networking Lunches,
Dinners, & Cocktails



Proposed Business Topics

- The *Media Minds Branded Entertainment Summit* will shape business sessions around topics including:
- How Branded Entertainment is Holding Up in A Down Market
- **Integrated Cross-Media Convergence** –Signs of What's to Come
- **Trend Watch** – New Business Models & Innovative Approaches
- **Next Level Deal Making** – Creating & Maximizing Marketplace Opportunities



Opportunity

The exclusive opportunity exists for a leading edge company to “own” the Branded Entertainment Summit franchise, with a role in shaping the intended annual event’s agenda, areas of focus, and attendee list. Said company will maintain a first right of refusal clause to serve as the leading sponsor and will determine if/when they welcome other relevant companies to share in the cost and related exposure benefits.

Additionally, the Branded Entertainment Summit’s benefactor will have the ability to organically activate their brand during the event, through executive participation, optional signage, verbal mentions, etc.



Summit Budget

The overall Summit budget is estimated at approximately \$450,000 to \$500,000; however, final budget number would be driven by location, number of attendees, costs covered for guests, and production management needs.



Next Steps

1. Present Branded Entertainment Summit to Interested Companies **2Q/10**
2. Finalize Presenting Partner **3Q/10**
3. Determine Summit Dates/Location for 2011 **3Q/10**
4. Shape Content & Attendee Base **3Q/10**

