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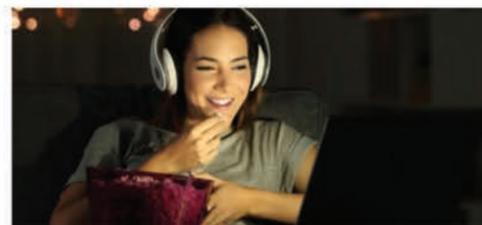
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Manage content better and get it to market faster through automated processes on a secure and intelligent cloud.

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Microsoft empowers media & entertainment organizations to achieve more through a trusted and secure platform supported by a comprehensive partner ecosystem with industry-leading solutions for content production, collaboration, content delivery, audience insights, and personalized experiences.

Visit <https://www.microsoft.com/en-us/industry/media-entertainment> for more information.



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At Microsoft, we are working full steam ahead to reimagine the nature of live experiences, so whether you are watching a big game or listening to a virtuoso performance, it can feel like you are there, even if you are thousands of miles away.

Creativity in the Digital Age

Creativity in the Digital Age, presented by #Microsoft, shares the firsthand perspective and experience of four accomplished media and entertainment industry professionals on their creative origins, what fuels their creative process, the role technology plays in developing and expressing their ideas, and their guidance and inspiration for others on the often-challenging journey of a creative artist.

Conference Program At-A-Glance

8 – 8:15 a.m..... **Opening Remarks**

8:15 – 9 a.m..... **OPENING KEYNOTE: State of the Union – Women in the Workplace**

9 – 9:30 a.m..... **AI & Algorithmic Bias: Information Technology Ethics**

9:30 – 10 a.m..... **Beyond Customer Experience: Embracing the Business of Experience**

10 – 10:30 a.m..... **Who are we Designing for?**

10:35 – 10:45 a.m..... **Gemi Bertran Workshop Teaser**

10:45 – 10:50 a.m..... **Celebrate Our Stories Video**

10:50 – 11 a.m..... **NETWORKING BREAK**

11 a.m. – 12 p.m..... **SHOWCASES (MULTI-TRACK BREAKOUT SESSIONS)**

TRACK 1: Algorithmic Bias

TRACK 3: Customer Experience

TRACK 2: Diversity, Inclusion & Accessibility

TRACK 4: Wellness for Your Career

12 – 12:10 p.m..... **NETWORKING BREAK**

12:10 – 12:15 p.m..... **Celebrate Our Stories Video**

12:15 – 12:45 p.m..... **CLOSING KEYNOTE: Universal Impact of Media Accessibility & Inclusivity**

12:45 – 1:15 p.m..... **Closing Remarks/Get Involved in the WITH Foundation**

1:15 – 1:30 p.m..... **NETWORKING BREAK**

1:30 – 3 p.m..... **MOVIE SCREENING: Coded Bias**

3 – 4 p.m..... **PANEL Q&A/NETWORKING RECEPTION**

Conference Program



Aguilera

8 – 8:15 a.m. Opening Remarks

Christina Aguilera, President, WiTH Foundation
Guy Finley, Executive Director, WITH
Nina Skorus-Neely, Secretary, WITH Foundation



Finley



Skorus-Neely



Kenny

8:15 – 9 a.m. OPENING KEYNOTE: State of the Union – Women in the Workplace

For the past 10 years, Mount Saint Mary's University has produced The Report on the Status of Women and Girls in California™ to provide a clearer picture on whether they are thriving or merely surviving and what obstacles remain. Kimberly Kenny will provide highlights from their research on how the pandemic specifically affects women and girls, as well as recommendations to consider for your own diversity programs. We close with a fireside chat to learn from a major organization's evolving diversity journey.

Introduction: **Nina Skorus-Neely**, Secretary, WiTH Foundation

Kimberly Kenny, Associate Vice President, External Relations, Institutional Advancement, Mount St. Mary's University

Fireside Chat with:

Angela Cooper, General Manager Customer Success & Media & Entertainment, West Region, Microsoft
Jeanne-Marie Ryan, Head of People & Culture, Fair Trade USA



Cooper



Ryan



Baer

9 – 9:30 a.m. AI & Algorithmic Bias: Information Technology Ethics

Join Tobias Baer, author and technologist, as he arms you to build artificial intelligence applications that reimagine the future of our diverse world, rather than just mirror the norms of the past and perpetuate diversity related challenges in applying AI algorithms to business problems. We'll explore Social, Cultural & Ethical Challenges in the application of AI as well as the opportunity of using algorithms as agents of change, review examples of where some have gone wrong, and offer practical advice to avoid these challenges, covering technical, managerial, as well as social aspects that you may want to consider in addressing algorithmic bias.

Tobias Baer, Senior Advisor, Coach, Scholar (Psychology, Risk Management, Data Science)



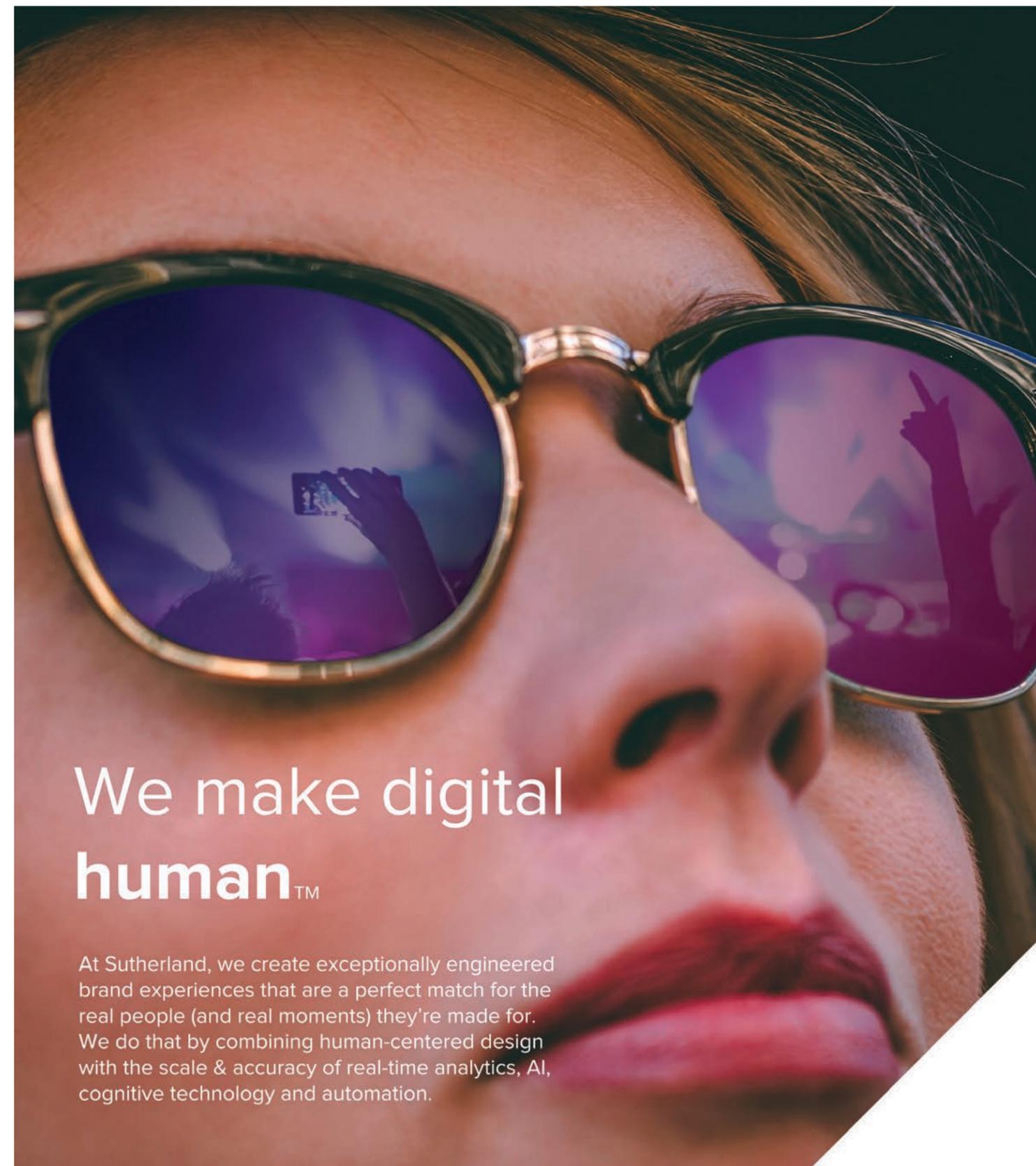
Yury

9:30 – 10 a.m. Beyond Customer Experience: Embracing the Business of Experience

World events in 2020-21 have had a profound effect on us all, leading to massive changes in consumer mindsets and behaviors. Everything we do—how and what we buy, how and where we work, how we interact with others—has been thrown into question. People are searching for more, including brands that embody the purpose and meaning that they seek in their lives. In this context, UX and even CX are no longer enough; a brand's vision and purpose play a critical role in its growth. Brands must organize their whole business around the delivery of exceptional experiences—the experience becomes THE business. Ms. Yury will discuss this broader view of Experience, why it is important to business and outline new frameworks that will enable organizations to frame the needs of customers, employees and partners to deliver exceptional value.

Carrie Yury, Group Design Director & Research Practice Lead, Fjord

Introduction: **Nina Skorus-Neely**, WITH Foundation



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Conference Program



Hodge

10 – 10:30 a.m. Who are we Designing for?

Is experience research like a camera that reflects the truth, capturing the needs and desires of all the different people who use technology? Or is it like an engine that reproduces a fixed idea of who the people who use technology really are? And when we include everyone, what will we learn? What does more inclusive technology offer all of us? Through a series of vignettes from the field, we examine how exclusion can become embedded in practice optimized for tight release schedules and wary of risk – and what practitioners, strategists and leaders in the experience industry can do about it.

Kellie Hodge, Principal Design Researcher, Sutherland Labs

Introduction: Susana Sheil, Vice President, CM&E, Technology, Sutherland



Sheil

10:35 – 10:45 a.m. Gemi Bertran Workshop Teaser

The brain is the software and the body is the hardware. When the brain doesn't get what it needs, the hardware/body operates like an "empty box". Gemi Bertran coaches some of the highest performing brains in the country, transitioning special operations officers. They are the living testimonial of brain capacity for recovery. Learn more about her wellness breakout on Nourishing the Brain.

Gemi Bertran, Chief Executive Officer and Founder, Nourish the Brain Institute

Introduction: Nadya Ichinomiya, WiTH



Ichinomiya

10:45 – 10:50 a.m. Celebrate Our Stories Video

10:50 – 11 a.m. NETWORKING BREAK

11 a.m. – 12 p.m. SHOWCASES (MULTI-TRACK BREAKOUT SESSIONS)

Industry experts share innovative ideas, processes, or perspectives in an interactive and intimate way with the audience who are free to choose which topic/area they find most interesting.

TRACK 1: Algorithmic Bias

TRACK 2: Diversity, Inclusion & Accessibility

TRACK 3: Customer Experience

TRACK 4: Wellness for Your Career



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20 Avg years of experience of a Solliance Partner

BREAKOUT SESSIONS

TRACK 1: Algorithmic Bias



Crooks

11 – 11:30 a.m. **New Abilities/New Responsibilities: The Social Implications of Emerging Technologies**

As we become increasingly aware of the social implications of emerging technologies, AI development offers both new abilities and new responsibilities to the designer. In this talk, we imagine an alternative process and user experience for designing AI/ML products and emerging technologies that includes and credits more voices. By pairing the social and technical at the beginning, the design tool and methodology poieto™ acknowledges bias in every step of development. Additionally, poieto™ challenges technical allowances to provide for priorities like privacy and consent, a nuanced data-sharing model, and attribution. Join us as we highlight and explore these new approaches and processes.

Carey Crooks, Product, Writing & Building, Poieto
Christine Meinders, Founder, Feminist.AI, Poieto



Meinders



Coleman

11:30 – 12 p.m. **Social Responsibility In Action: Feminist.AI Projects to Address Bias**

This talk will explore how poieto™ has been used to address issues of bias through specific examples of the methodology in action. Feminist.AI members will discuss previous projects, highlighting specific socio-technical design approaches, discuss lived experiences, and design explorations centering on biases. We'll discuss projects currently being undertaken by our speakers to explore and address these issues, as well as ideas for future approaches.

Christine Meinders, Founder, Feminist.AI, Poieto
Ivana Coleman, Immersive Technologist, Feminist.AI
Karina Lopez, Mexican Artist & Designer



lopez



November 30th is Giving Tuesday!

Your donations will help fund our annual charity giving to local organizations and programming that promote STEM and STEAM opportunities in underserved communities.

www.withollywood.org/social-media-fundraising



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TRACK 2: Diversity, Inclusion & Accessibility



Clayborne

11 – 11:30 a.m. Co-creating an inclusive and accessible future

Inclusion and Accessibility. The future will be inclusive and accessible. Technology is paving a path to help further empower a world where inclusion and accessibility are at the forefront. This breakout will define inclusion and accessibility so we are using shared language, introduce Web Content Accessibility Guidelines (WCAG) accessibility standards, and highlight why it's key to co-create the end to end design of these standards with the accessibility community.

Alexia Clayborne (she,her), Director Inclusion and Accessibility (Events, Studios, and Marketing Community) Microsoft



Brown

11:30 – 12 p.m. Language of Diversity

Understand the subtle language describing our diverse communities and the challenges they face. Key topics include:

- What is covering?
- What does it mean to be an Ally?
- Who defines your Identity?
- What's the difference between Race vs Ethnicity?

iAsia Brown, Co-Chair, WITH DEIAB Committee and Data & AI Specialist, Microsoft

Natalie Martin, VP Growth & Development, Premiere Digital

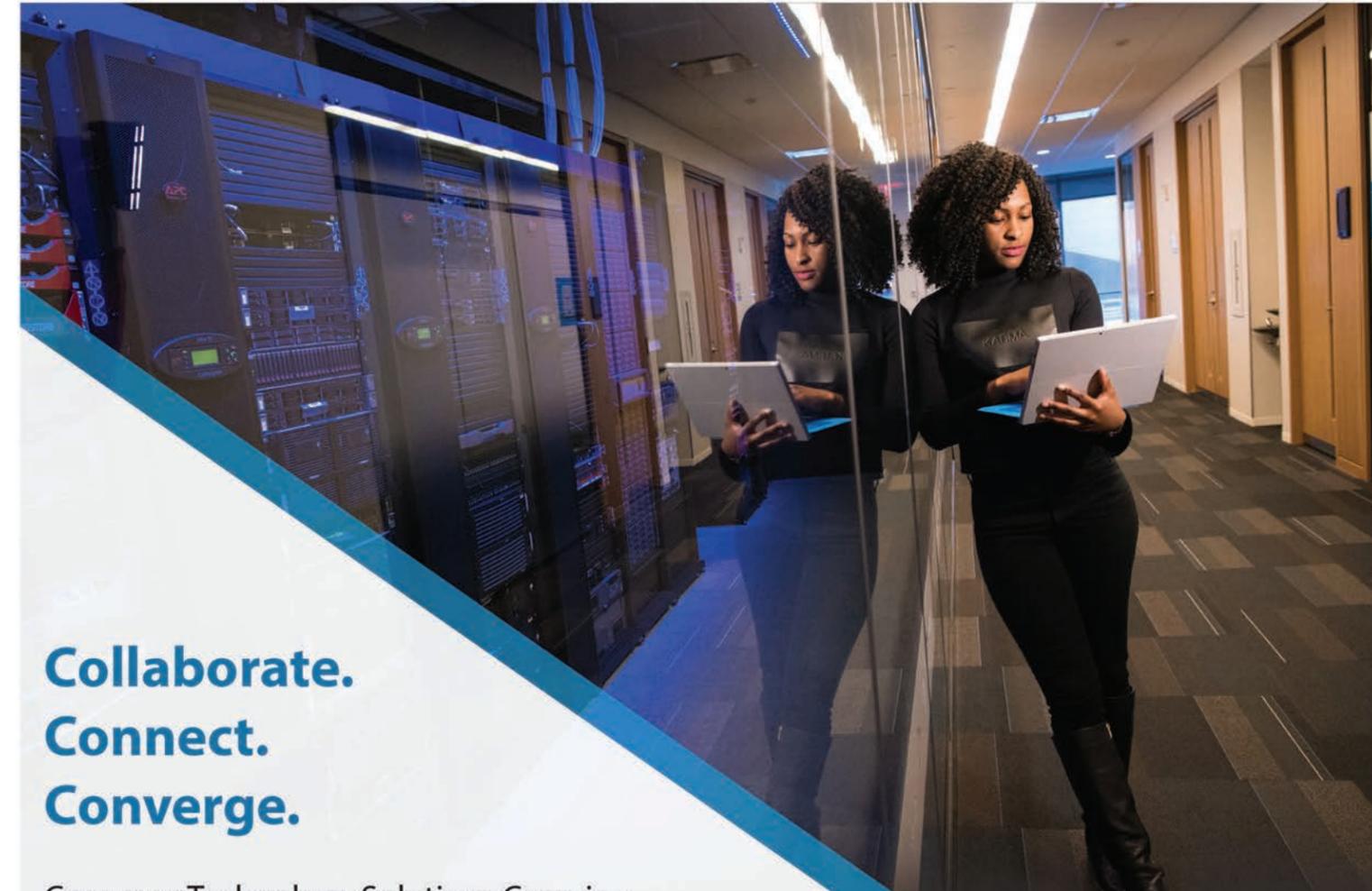


Martin



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Our goal is to provide a trusted partner that brings together world-class solutions and services to help reduce costs, increase efficiency, and create competitive advantages.



TRACK 3: Customer Experience



Irizarry

11 – 11:30 a.m. Design for Inclusion

Moving beyond accessibility to access, considerations of diverse communities must be taken into account to improve your customer experience and provide equitable access to related content and services. Join this panel of experts as they discuss emerging issues in Design for Inclusion.

Kellie Hodge, Principle Design Researcher, Sutherland Labs

Bernadette Irizarry, Vice President, Product & Design – Platform Experience, Sony Pictures Entertainment

Eli Robinson, Head of UX , FOLX Health



Robinson



Kianfar

11:30 – 12 p.m. A Data-Driven Approach to Assessing Diversity in Content

Diverse representation in entertainment programming matters more than ever. Consequently, creators and distributors are seeking new tools to help answer pressing questions that impact their businesses. To what degree are different identity groups including gender, race/ethnicity and sexual orientation featured in content? How does this representation translate to the critical matter of viewership? See Halleh Kianfar, Director of Product, Gracenote deliver a timely presentation on new approaches to assessing diversity in content via Gracenote Inclusion Analytics and the value of related insights.

Halleh Kianfar, Director of Product Management, Gracenote

TRACK 4: Wellness for Your Career



Bertan

11 – 12 p.m. Nourish Your Brain Workshop

There are all kinds of injuries and issues that can cause real problems in our mental/brain health. Other things that don't see harmful, such as food and specific behaviors, can hijack the brain and redefine health forever. Likewise, food and behaviors can restore brain and mental health forever at the same time extending lifespans. Learn what foods, superfoods and habits can make the biggest impact in nourishing your brain and improving your overall health.

Gemi Bertran, Chief Executive Officer and Founder, Nourish the Brain Institute



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■ **WITH Wire** — Our weekly newsletter provides technology & entertainment professionals an in-depth look at the topics shaping the future of women in technology around the world.

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- **Connection Corner**
- **Knowledge Circles for Impact**
- **Networking Circles** (WITH/HITS Strategic Initiative)



For more information, visit WithHollywood.org

WITH Foundation is a 501(c)3 organization

Conference Program

12:10 – 12:15 p.m. Celebrate Our Stories Video



Spitz

12:15 – 12:45 p.m. **CLOSING KEYNOTE: Universal Impact of Media Accessibility & Inclusivity**

Closing the conference, Michele Spitz will share her experiences supporting a broader view of diversity as well as her call to action supporting the needs of diverse communities using technology.

Michele Spitz, Woman of Her Word

12:45 – 1:15 p.m. **Closing Remarks/Get Involved in the WiTH Foundation**

Closing comments from founder, Nadya Ichinomaya, about the impact of the WiTH Foundation and opportunities for you to engage and take action.

Nadya Ichinomaya, WITH Foundation Board, Sony Pictures Entertainment

1:15 – 1:30 p.m. **NETWORKING BREAK**



Howell

1:30 – 3 p.m. **MOVIE SCREENING: Coded Bias**

In an increasingly data-driven, automated world, the question of how to protect individuals' civil liberties in the face of artificial intelligence looms larger by the day. Coded Bias follows M.I.T. Media Lab computer scientist Joy Buolamwini, along with data scientists, mathematicians, and watchdog groups from all over the world, as they fight to expose the discrimination within algorithms now prevalent across all spheres of daily life. Join us for this special screening just after SoCal Women's Leadership Summit.

Introduction by:

George Howell, General Manager, Media Practice, Solliance

Shalini Kantayya, Director, Coded Bias



Kantayya



Tejada

3 – 4 p.m. **PANEL Q&A/NETWORKING RECEPTION**

George Howell, General Manager, Media Practice, Solliance

Zoiner Tejada, Chief Executive Officer, Solliance

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MESA 2022 Event Calendar

		CDSA	HITS	SMART	EIDR	WITH
2 FEBRUARY	CONTENT WORKFLOW MANAGEMENT FORUM					
27 FEBRUARY	CONTENT PROTECTION SUMMIT: EU	■				
	CDSA SECURITY & DEVICES TOUR @MWC	■				
9 MARCH	SMART CONTENT SUMMIT		■			
	EIDR ANNUAL PARTICIPANT MEETING				■	
23-25 APRIL	CYBERSECURITY & CONTENT PROTECTION SUMMIT (23)	■				
	TAKE THE DAM(N) TOUR @NAB (24)		■			
	MESA LAS VEGAS MEMBER PARTY (25)	■	■	■	■	■
4 MAY	NAB REVIEW (EU)	■	■			
18 MAY	HITS : SPRING & WITH LEADERSHIP AWARDS		■			■
15 JUNE	GLOBAL MEDIA & ENTERTAINMENT DAY		■			
9-12 SEPTEMBER	MESAMSTERDAM MEMBER PARTY (9)	■	■	■	■	■
	SMART CONTENT SUMMIT: EUROPE (11)		■			
	EIDR APM: EUROPE (11)				■	
	CDSA SECURITY & DEVICES TOUR @IBC (12)	■				
21 SEPTEMBER	ENTERTAINMENT EVOLUTION SYMPOSIUM		■			
12 OCTOBER	MEDIA & ENTERTAINMENT DAY @NAB EAST	■	■			
9 NOVEMBER	HITS : EUROPE		■			
16 NOVEMBER	SOCAL WOMEN'S LEADERSHIP SUMMIT					■
7-8 DECEMBER	CONTENT PROTECTION SUMMIT	■				
	MESA HOLIDAY MEMBER PARTY	■	■	■	■	■

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Sutherland is an experience-led digital transformation company. Our mission is to deliver exceptionally engineered experiences for customers and employees today, that continue to delight tomorrow. For over 35 years, we have cared for our clients' customers, delivering measurable results and accelerating growth. Our proprietary, AI-based products and platforms are built using robust IP and automation. We are a team of global professionals, operationally effective, culturally meshed, and committed to our clients and to one another. We call it One Sutherland.