



T H E N E W N O W

of **Television**

SURVIVING THE CHANGING BUSINESS OF TELEVISION

Produced by: Brian Zink and Alex Georgiev

JUNE 17 AT 6:30PM *CBS Studio Center
4024 Radford Ave., Studio City, CA 91604*

Your personal brand defines how people perceive you: what work they'll consider you for, what you get offered. You'll learn how to manage your brand - and the stories you tell around your personal brand. You'll learn how to build an internet presence by understanding how marketing, PR and social conversations have changed the business promotion and networking landscape. We will conclude with the top tips on maximizing your business' visibility on the Internet.

- **KNOW WHAT BUSINESS YOU ARE IN - IT'S PROBABLY NOT THE ONE YOU THINK IT IS**
- **HOW TO CLARIFY YOUR PERSONAL BRAND - WHO ARE YOU, WHAT DO YOU STAND FOR AND WHAT PROBLEMS DO YOU SOLVE?**
- **UPSCALE YOUR MARKETING, PR AND SOCIAL CONVERSATIONS TO GROW YOUR PERSONAL BUSINESS AND PROJECTS**
- **MAXIMIZE YOUR VISIBILITY SO PEOPLE CAN FIND YOU TO GIVE YOU WORK**



Your Host

PHILIP HODGETTS, "The New Now"

Philip is both a corporate manager with over 20 years of experience in a variety of industries including digital distribution. He is currently President of the Open Television Network and Intelligent Assistance, Inc. Regarded as an expert in the field of digital media production, post-production and distribution he is the founder of Creative Planet's Digital Production BuZZ weekly show and is the co-creator of "Assisted Editing," the first update in editing technology since Non-Linear. Philip has a unique understanding of the way technologies influence the development of an industry and spark future change.

COMPLIMENTARY ATTENDANCE FOR TELEVISION ACADEMY MEMBERS ONLY.

Please park in the structure (Gate A) north of the main gate on Radford. Pre-registration and photo I.D. required to enter the studio lot. Security guards will direct you to the event location. Admission is not guaranteed. Seating is on a first-come, first-served basis with reservation.