



**Towards an Innovation Agenda for the Communications and Media Sector
International Institute of Communications, Canadian Chapter
14TH ANNUAL CONFERENCE
Shaw Centre, Ottawa, Ontario
November 16 and 17, 2016**

Program

WEDNESDAY, NOVEMBER 16

12:00 KEYNOTE SPEECH AND LUNCH

Jean-Pierre Blais

Chairman and Chief Executive Officer

Canadian Radio-television and Telecommunications Commission

14:00 COMMUNICATIONS AND THE INNOVATION AGENDA

The federal government has announced a goal of making Canada a world leader in innovation and will release its Innovation Agenda in the near future. The Agenda will focus on the digital infrastructure and the increasing role it plays in the national economy. At the same time, the Minister of Canadian Heritage has initiated a review of cultural policy that will undoubtedly focus on digital innovation in the delivery of Canadian content. This panel will explore the latest trends and innovations in the communications, broadcasting and digital media sectors, and discuss how best to enable innovation, digital adoption and investment from a policy perspective.

Moderator: **Namir Anani**, President & CEO, Information and Communications Technology Council

Panelists:

- **Barbara Williams**, Executive Vice President & Chief Operating Officer, Corus Entertainment
- **Jeff Fan**, Managing Director, Equity Research - Telecom, Cable and Media, Scotiabank
- **Robert Watson**, President & CEO, Information Technology Association of Canada

15:15 Networking Break

15:45 THE MEDIA AND ELECTIONS

Television, radio and newspaper ads are being supplemented and increasingly overtaken by social media campaigns as key tools in election campaigns. This panel will provide insights into how Canadian and U.S. election campaigns are using new types of traditional and social media campaigns to motivate targeted groups of voters. The panel will also discuss the effectiveness of different media strategies employed in last year's Canadian federal election and this year's hotly contested U.S. election.

Moderator: **Velma McColl**, Managing Principal (Ottawa), Earnscliffe Strategy Group

Panelists:

- **Catherine Cano**, President & General Manager, CPAC (Cable Public Affairs Channel)

- **Marcella Munro**, Stakeholder Engagement & Communications Manager, Office of the Premier of Alberta
- **Sally Aman**, President, Aman & Associates, Washington D.C.
- **Tom Pitfield**, President, Co-Founder, Canada 2020

17:00 CWTA COCKTAIL RECEPTION
Sponsored by the Canadian Wireless Telecommunications Association

THURSDAY, NOVEMBER 17

08:00 BREAKFAST AND KEYNOTE INTERVIEW

The Honourable Mélanie Joly
Minister of Canadian Heritage

Moderator: **Jennifer Ditchburn**
Editor-in-chief, *Policy Options*, Institute for Research on Public Policy

09:00 KEYNOTE SPEECH

The Honourable Navdeep Bains
Minister of Innovation, Science and Economic Development

09:45 Networking Break

10:15 CYBER SECURITY AND THE COMMUNICATIONS INDUSTRY

The cyber security environment is evolving. Rapid changes to digital technology can have far-reaching security, economic and social impacts, both here in Canada and abroad, and cultural industries are no exception. This panel will explore cyber security through two distinct lenses. There will be a discussion of an unprecedented cyber attack directed against an international broadcaster, which forced multiple channels off-air for more than 18 hours. The panel will provide insight on the impact of the cyber attack and its implications for broadcasters and governments, as well as explore some of the early learnings derived from the government's current consultation on measures to protect critical infrastructure and Canadians from cyber threats.

Moderator: **David Elder**, Counsel, Stikeman Elliott LLP

Panelists:

- **Yves Bigot**, Director General, TV5MONDE
- **Mark Matz**, Director of Policy and Issues Management, Public Safety Canada
- **Stephanie Carvin**, Assistant Professor, Norman Paterson School of International Affairs, Carleton University

11:30 Networking Break

12:00 Lunch

13:30 BIG DATA AS A DRIVER OF INNOVATION

Canadian broadcasters, content aggregators and entrepreneurs are using big data to design platforms and create content that directly respond to viewers' interests. This session explores the positive ways in which big data can be harnessed to drive Canadian innovation and productivity, and showcases groundbreaking digital strategies based on big data. It also explores the shortfalls of big data and whether it can ever be as effective at driving content as a creator's experience and instincts.

Moderator: **Catherine MacLeod**, President and CEO, thinktv

Panelists:

- **Kelly Steen**, Partnership Strategy Manager, Wattpad
- **Claude Galipeau**, Country Manager, Canada, Yahoo
- **Johanne Lemay**, Co-President, LYA (Lemay-Yates Associates)
- **Steven DeNure**, President and Chief Operating Officer, DHX Media

14:45 Networking Break

15:15 CANADIAN CONTENT INNOVATIONS

In announcing its Let's Talk TV "Create Policy", the CRTC recognized that Canadians are demanding new and innovative approaches to receiving programming, while continuing to consume content on traditional television platforms in similar ways and amounts as they have for decades. The panel will bring together a group of innovative producers to discuss the future of Canadian content (Cancon) in an environment where streaming and social content exists alongside more traditional TV platforms. The panel will delve into the evolving roles of amateur and independent creators, regulation and Cancon support mechanisms going forward.

Moderator: **Raja Khanna**, CEO, Television and Digital, Blue Ant Media Inc.

Panelists:

- **Ashkan Karbasfrooshan**, CEO, WatchMojo
- **Christina Fon**, Executive Producer/Producer, Rezolution Pictures
- **Laura Perlmutter**, Producer, First Love Films
- **Mark Montefiore**, Executive Producer, New Metric Media

16:30 CLOSING REMARKS

Hank Intven, McCarthy Tétrault LLP
Chair IIC Canada