Topic: IBC Wrap-Up / Real Stories from MAM projects

Date: October 09, 2018

Time: 7:00 pm *(Pizza & Pop Dinner is provided at 6:15pm)*

Location: Rogers Communications Centre - Ryerson University
Room RCC-204 – 2nd floor, 80 Gould Street

Arranged By: Neal Bilow and Tony Meerakker

Sponsor: Chromata Solution and Dalet

The evening will begin with the traditional IBC Wrap-Up presented by Paul Stechly, President, Applied Electronics. During this session, Paul will provide a summary of his experience and "ah-ha" moments from this year's IBC conference.

From there, we will turn our attention to main topic of the evening – Real stories from MAM projects. Our evening session will focus on Media Asset Management. We will dive into the topic by defining what Media Asset Management is and the role it plays in your operation. Additionally, we will review the most common pitfalls found when implementing MAM systems. We will then hear from two organizations who are in the midst of their own MAM journeys. They will provide overviews of their MAM projects and share their experiences from selection to optimization. Our speakers this evening include

**Neal Bilow**, Principal, Chromata Solutions
- Neal will discuss the differences between DAM, MAM and PAM along with the ups and downs of most implementation projects.

**Michael Donofrio**, Director, Broadcast and Recording Service, Legislative Assembly of Ontario
- Michael will discuss the lessons learned from kicking off a MAM project

**David August**, Director of Technology, and **Michael MacSween**, Manager of Traffic, both of MLSE (Maple Leaf Sports and Entertainment)
- David and Michael will take us through their MAM journey from MAM as archive to the transformation of MAM being central to workflow

The SMPTE Board of Managers will meet in room F102 (street level) at 5 PM.

Pizza & Pop Dinner is provided at 6:15pm, there is no break between presentations

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