



# PROJECT ANIME

The Westin Bonaventure Hotel  
LOS ANGELES

**JULY 3 & 4, 2018**

# About Project Anime

## Project Anime How We Began

Started in 2012, Project Anime began as a single two-day business event in Los Angeles produced by the Society for the Promotion of Japanese Animation. It is now an international brand hosting events around the world.

## Project Anime: Los Angeles What We Do

Project Anime: Los Angeles is our flagship event. Our B2B conference consists of a two-day schedule with over 30 hours of roundtables, presentations, and networking opportunities curated specifically for anime and fandom event organizers.

## The Project Anime Mission Statement Our Vision

Our primary mission for Project Anime is to create a space where we can build a community and uplift each other with the common interest of Anime, Japanese Pop Culture, and providing a great experience to the attendees of our events. We strive to be a secure and open forum for all industry, event organizers, and vendors to connect and aim to make this conference accessible to all levels of events and event organizers.

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# Keynote Speaker



## **Roland Kelts**

Writer

Scholar

Editor

Cultural Critic

Author of “JAPANAMERICA:  
HOW JAPANESE POP  
CULTURE HAS INVADED  
THE U.S.”

Writer, scholar, editor and cultural critic Roland Kelts is the author of the critically acclaimed and bestselling book, JAPANAMERICA: HOW JAPANESE POP CULTURE HAS INVADED THE U.S. His writing is published in the US, Europe and Japan in The New Yorker, The Guardian, The Wall Street Journal, The New York Times, Time Magazine, Harper’s Magazine, The Japan Times and many others.

He contributes commentary on Japan to CNN, the BBC, NPR and Japan’s NHK, and gives talks at venues worldwide, including The World Economic Forum, TED Talks, Harvard University, the University of California, Berkeley, the University of Tokyo, the Singapore Writers Festival and several anime conventions in the United States.

He has interviewed several notable Japanese artists, including Hayao Miyazaki and Haruki Murakami, and is considered an authority on Japanese culture and media. Kelts has won a Jacob K. Javits Fellowship Award in Writing at Columbia University and a Nieman Fellowship in Journalism at Harvard. He is currently a visiting lecturer at Waseda University and is finishing two books, a novel and a new version of JAPANAMERICA.

He divides his time between Tokyo and New York City.



# Tuesday, July 3

## Westin Bonaventure – Santa Anita C

### **Let's Kill Bad Schedule Design** 10:15 AM – 10:45 AM Speaker: Lance Heiskell

Putting together a con schedule is like herding cats. Once it's as final as you can get it, then you have to display your 75+ panels plus video rooms and autographs in a way that doesn't make con goers squint. Allcal provides online and mobile schedules that fit any convention size. Also, free candy. Who says no to free candy?

### **Decorator's 101** 11:00 AM – 11:45 AM Speakers: Janet Levy & Ricardo Ortiz

Engage with a Premier General Services Contractor; Shepard Exposition Services for a session full of industry tactics that will offer an overall perspective on how to create financial predictability, ways to enhance your contracted space, contracting tips, cost reduction and adding ROI to your bottom line.

### **Lunch** 12:00 PM – 1:00 PM Location: Huntington Suite

### **Talent Acquisition Tips & Tricks** 1:15 PM – 2:00 PM

Speakers: Peter Tatara & Justin Flores

Join Peter Tatara (VP Anime Events), Justin Flores (Content & Industry Relations Manager) from LeftField Media (Anime NYC, Awesome Con, Rose City Comic Con), as they talk about guest acquisition and challenges events face in the process.

### **Funding For Events** 2:00 PM – 2:45 PM Speaker: Jennifer Piro

Content, amazing guests, and renting out entire hotels does not come cheap. Join us to talk cold hard cash and the multiple revenue streams that make our events possible. We will break down your existing revenue, compare it with your peers, and brainstorm ideas on generating alternative income. Knowledge of your overall income and expenses broken out at a high level will be extremely useful for this session.

### **Fashion Show Round Table** 3:00 PM – 3:45 PM

Speaker: Rubab Asaha & Christina Wen

A discussion on acquiring brands, casting models, prepping staff, and running a successful show.

### **Cosplay Community Round Table** 4:00 PM – 4:45 PM

Speakers: Kim Dellner, Troy Doerner, Faisal Ahmed, & Alec Orrock

Understanding the importance of cosplay at your event and creating spaces that will attract and promote the cosplay culture to increase attendee satisfaction and exceed expectations.

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# Tuesday, July 3

## Westin Bonaventure – San Gabriel BC :

### Project Anime Opening and Orientation

9:45 AM – 10:15 AM Speaker: Jon Baumgardner

Welcome to Project Anime! An intro on who we are, what to expect, and our Project Anime Sponsors.

### Networking Best Practices 10:15 AM - 10:45 AM Speaker: Jon Baumgardner

Need to brush up on your networking skills? Here's some quick tips on making the most out of any networking opportunity!

### Japanese Club Culture in America 11:00 AM - 11:45 AM Speaker: Eddie Lehecka

Attack The Music president Eddie Lehecka discusses the growth and influence of Japanese Club Culture in America and the best ways to incorporate key elements into your events.

### Lunch 12:00 PM – 1:00 PM Location: Huntington Suite

### Security for Events 1:15 PM – 2:00 PM Speaker: Bobby Slater

An interactive workshop and discussion on how to tailor and formulate the best security options and resources based off of the budget, size, and location of your event.

### Producing Special Events: Philosophy of the Creative

2:00 PM – 2:45 PM Speaker: Shawn Strider & Tom Grey

How do you build that next stage, deal with the panic of tight deadlines and budgets while rising to the challenge? Developing creative solutions is a philosophy that connects people to your vision. Drawing from his diverse event and film production experience, Shawn Strider will discuss techniques that keep you moving forward and different approaches to finding solutions.

### Unlocking the Tools of Social Media for Your Events

3:00 PM – 3:45 PM Speaker: Chris Stuckey

Tips and tricks for making the most use out of your Social Media accounts for your convention. A crash course in Facebook Pages, Groups, Events, Ad accounts, and how to utilize Instagram.

### The Pros of Streaming your Cons Moderator: Keynote Speaker Roland Kelts

4:00 PM – 4:45 PM

Panelists: Evan Minto, Jayson Fuhlbruck, Kevin Speakman, & Jason Paul Michaels  
Join bestselling JAPANAMERICA author Roland Kelts as he moderates for our panelists from the Streaming Industry about the inexpensive new options in and beyond Japan, the state of available technologies, the real costs to con runners, guests and attendees -- and the blossoming opportunities to improve your convention without breaking your budget or relying upon back-breaking 'turnstiles.'

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# Wednesday, July 4

## Westin Bonaventure – Santa Anita C:

### **Growing Up: Logistics & Partners**

10:00 AM – 10:45 AM Speakers: Peter Tatara & Justin Flores

As your event grows, you'll find new opportunities and challenges. Peter Tatara (VP Anime Events) and Justin Flores (Content & Industry Relations Manager) from LeftField Media (Anime NYC, Awesome Con, Rose City Comic Con) discuss planning for growth and what to do when your con isn't a baby anymore.

### **Cosplay Senpai** 11:00 AM – 11:45 AM

Cosplay Senpai Speakers: Kimber Brightheart, Ginger, Asphord, and Alicia Renae

A discussion diving into the different facets of cosplaying and how to create an inclusive space as an Event Organizer.

**Lunch** 12:00 PM – 1:00 PM Location: Huntington Suite

### **Acquiring Japanese Assets for Your Events Roundtable**

1:15 PM – 2:00 PM Speaker: Tara McKinney

Round Table discussions on identifying and working with Japanese owned creative assets and properties, and how to acquire the necessary approvals to utilize their content for your conventions.

### **Community Management** 2:00 PM – 2:45 PM Speaker: Justin Rojas

A company is only as good as the community it keeps. From in-person events to online social media, anime fans are some of the most passionate and most inflammatory of niche audiences. Hear about real-world trials, tribulations, and triumphs from anime industry professionals in community management.

### **Unlocking the Tools of Social Media for Your Events ( Q & A )**

3:00 PM – 3:45 PM Speaker: Chris Stuckey

Following up on the Social Media topics from yesterday as we dive into specific problems or questions based off of your own event's concerns.

### **Event Problem Solving** 4:00 PM – 4:45 PM Speaker: Marlon Stodghill

How do we handle bad attendee feedback online, or in real time at show? Going further into convention logistics and operations.

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# Wednesday, July 4

## Westin Bonaventure – San Gabriel BC :

### Day 2 Highlights and Remarks

9:30 AM – 10:00 AM Speaker: Jon Baumgardner

A quick rundown on what to expect from Day 2 and information on the Beer Garden VIP Experience.

### Riot Creative Printing

10:00 AM – 10:45 AM Speaker: Evan Gaydon and Jessica Dorfman

Creative Print Solutions with a Global Foot Print.

### Talk with Jay Perez of Sentai Filmworks/HIDIVE

11:00 AM – 11:45 AM Speaker: Jay Perez & Hannah Trum

Speak with the Event Manager of Sentai Filmworks/HIDIVE.

**Lunch** 12:00 PM – 1:00 PM Location: Huntington Suite

**Introducing JAMLAB** 1:15 PM – 2:00 PM Speaker: Tak Furuichi

Japan Anime Music Lab. is a one of a kind anime music website designed to connect international entertainment and music professionals with some of the top “ani-song” artists and their official representatives. Tak Furuichi, Director of the Japanese music industry organization PROMIC, explains the service.

### Non-Litigation Rights Enforcement Strategies

2:00 PM – 2:45 PM Speaker: Evan Stone

An overview of actions that copyright holders can take to enforce their intellectual property rights other than filing lawsuits and spending tens of thousands of dollars in legal fees.

### Bootleg Dos and Dont's

3:00 PM - 3:45 PM Speakers: A. Jinnie McManus, Evan Stone, & Jay Perez

Practical and proactive tips and ideas for ensuring your event correctly handles bootleg enforcement before, during and after your event.

### Keynote Discussion: JAPANAMERICA 2020

4:00 PM - 4:45 PM Keynote Speaker: Roland Kelts

The American and Japanese entertainment industries are collaborating, borrowing and stealing from one another in ways unimaginable just a few years ago. Producers in Japan are keeping a close eye on foreign markets, and Anime Cons are the testing grounds and research labs for those markets. Join original Tokyo-based JAPANAMERICA author Roland Kelts to look at the roots of this exploding phenomenon, catch up with it all and learn what's next.

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# Meal Information

If you purchased a General Admission or Hotel Package, you will have access to the below exclusive luncheons, dinners, and receptions during Project Anime: Los Angeles 2018.

## July 3 & 4 : Lunch

12:00 PM – 1:00 PM

Catered lunch will be served in the Huntington Suite.

## July 3 : Dinner at Don Chente

1248 S Figueroa St, Los Angeles, CA 90015

7:00 PM – 9:00 PM

Don Chente is located directly across the street from the LACC. The Project Anime Dinner will be in the dining area on the second floor. Prepare for amazing meals and drinks inspired by the flavors and fresh ingredients of Mexico. Project Anime Shuttle Service from the Westin to Don Chente will begin at 6:30 PM and conclude at 12:00 AM.

## July 3: Networking Reception at Don Chente's El Fuego Lounge

9:00 PM - 11:00 PM

The reception starts at 9pm and moves upstairs to Don Chente's rooftop El Fuego Lounge for a beautiful view of the Los Angeles Convention Center (LACC). The reception is open to all Industry Professionals, Event Organizers, and Vendors. Project Anime Shuttle Service from the Westin to Don Chente will begin at 6:30 PM and conclude at 12:00 AM. Make sure to RSVP at [bit.ly/2018PALANetworking](https://bit.ly/2018PALANetworking).

## July 4: The Beer Garden VIP Experience

7:00 PM - 9:00 PM

As a last treat for Project Anime, please join us for the "Beer Garden VIP Experience." Project Anime attendees are invited to a premiere experience at one of Anime Expo's newest offerings featuring Japanese alcohol and food options in the VIP Lounge. This will be located at the LACC outside of the West Hall near Pico Blvd. Project Anime Shuttle service will begin at 7:00 PM and conclude at 9:00 PM.

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# Anime Expo Operational Tours

The final piece of Project Anime: Los Angeles's schedule - a brief tour of Anime Expo's convention logistics. Tours start in Atrium 1 on the third floor of the JW Marriot. The tour will include a look at our entertainment hall, information services, convention operations, and more. Tours are anywhere between 45 minutes and 90 minutes. Sign up for a tour by visiting [bit.ly/2018PALATours](http://bit.ly/2018PALATours).

(Note: Please sign up for for only one time for each tour. Must have an AX Industry badge.)

## Mobile App

Download Project Anime 2018's official mobile app, brought to you by Allcal. Search for "Allcal" in either the App Store or Play Store, then search "Project Anime" within Allcal.

Allcal combines event scheduling, chat, real-time analytics, and in-app pricing.



Register to join Tap to Speak at [www.taptospeak.com](http://www.taptospeak.com).

Tap to Speak is a web-based solution that allows audiences to use smartphones as a microphones. People will be heard and will be more engaged from the comfort of their own seat. Time will not be wasted.

Join the conversation by entering the code below.

Santa Anita C: [tts.si/ani3](http://tts.si/ani3)  
San Gabriel BC: [tts.si/ani2](http://tts.si/ani2)



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# SPONSORS

Project Anime humbly thanks our Sponsors for helping the team create another successful B2B conference.







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