

2012 NBA ALL-STAR TECHNOLOGY SUMMIT:
The New Internet
Waldorf Astoria, Orlando

FRIDAY, FEBRUARY 24

7:30 a.m. – 8:30 a.m.

Registration for Tech Summit and NBA Cares Day of Service / Breakfast Buffet

8:30 a.m. – 8:45 a.m.

Welcome

Ahmad Rashad (Host & Executive Producer, *One on One with Ahmad Rashad*, NBA TV)

Opening Remarks

David Stern (Commissioner, NBA)

8:45 a.m. – 9:30 a.m.

Panel I: Mobile Content Strategies

Moderator: John King (Anchor, *John King, USA, CNN*)

Panelists

Irving Azoff (Executive Chairman, Live Nation Entertainment)

James L. Dolan (Executive Chairman, The Madison Square Garden Co.; President & CEO, Cablevision Systems Corporation)

David Levy (President, Turner Sales, Distribution & Sports, Turner Broadcasting System, Inc.)

Claude Ruibal (Global Head of Sports Content, YouTube)

Suraj Shetty (Vice President, Product & Solutions Marketing, Cisco)

John Skipper (President, ESPN; Co-Chairman, Disney Media Networks)

Description

The Internet no longer revolves around the PC. Tablets, readers, game devices, smartphones and other connected devices are demanding native strategies, content platforms and business models. What consumption, distribution and monetization patterns are emerging as the device market matures?

9:30 a.m. - 9:45 a.m.

Break

9:45 a.m. - 10:30 a.m.

Panel II: The Startup Divide

Moderator: Wolf Blitzer (Anchor, *The Situation Room with Wolf Blitzer*, CNN)

Panelists

Arne Duncan (U.S. Secretary of Education, U.S. Department of Education)

Pam El (Vice President, Marketing, State Farm)

Larry Irving (Principal, The Irving Group)

Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)

Stephen Stoute (Founder & Chief Executive Officer, Translation)

Casey Wasserman (Chairman & Chief Executive Officer, Wasserman Media Group)

Description

Minorities are underrepresented as tech company founders. What is driving the startup divide and how can it be bridged? This panel will examine the culture of tech entrepreneurship along with the opportunities, challenges and potential solutions for people of color and women in founding technology businesses and taking part in founder-level value creation.

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. – 11:30 a.m. Panel III: Digital Commerce

Moderator: Poppy Harlow (Anchor, CNNMoney.com, CNN)

Panelists

Steven T. Chiang (Executive Vice President, Games, Zynga)

Mark Cuban (Author, *How to Win at the Sport of Business*; Owner, Dallas Mavericks, 2011 NBA Champions)

Daniel Gilbert (Majority Owner, Cleveland Cavaliers; Founder & Chairman, Quicken Loans)

Stephen G. Pagliuca (Co-Owner & Managing General Partner, Boston Celtics; Managing Director, Bain Capital)

Michael G. Rubin (Founder & Chief Executive Officer, Kynetic)

Devin Wenig (President, Global Marketplaces, eBay)

Description

What do people buy online and why? How are companies leveraging new distribution channels and re-engaging their best customers? From traditional goods to ticketing, peer-to-peer sales and virtual goods: this panel gets inside the numbers on marketing, converting and retaining paying customers online.

11:30 a.m. – 11:45 a.m. Break

11:45 a.m. – 12:30 p.m. Panel IV: Social Platforms

Moderator: Ernie Johnson (Studio Host, Turner Sports)

Panelists

Charles Barkley (Analyst, Turner Sports)

Common (Recording Artist & Actor)

Michael J. Dolan (Chairman & Chief Executive Officer, IMG Worldwide)

John Kosner (Executive Vice President & General Manager, Digital & Print Media, ESPN)

Scott K. McCune (Vice President, Global Partnerships & Experiential Marketing, The Coca-Cola Company)

Dowson Tong (Senior Vice President, Internet Services Division, Tencent)

Description

How fundamentally have social platforms changed the Internet? So far, they have enabled new methods of content distribution, created an always-on connection between brands and consumers and popularized new digital payment methods. What's next?

12:30 p.m.

Summit Concludes