Media & Storytelling

October 19, 2023

**Session Sponsor:** Franco

**Agenda:**

8:30 a.m. - **Group Arrival Ford Field** Gate G Level 1

9:00 a.m. **Ford Field Introduction**

**Devon O’Reilly**, Senior Director, Community Engagement and Leadership Development

**Ford Field Events Staff**

10:00 a.m. **Depart for Detroit Regional Chamber Office** 777 Woodward Ave, Detroit, MI 48226

10:30 a.m. **The Changing Role of Media** Discussion with WDIV

**Bob Ellis,** Vice President and General Manager, WDIV

**Devin Scillian,** Anchor, WDIV

**Jamie Kaye Walters,** COO, VVK PR and Creative

12:00 p.m. **Lunch Break** Anita’s Kitchen

1:00 p.m. **Personal Branding Workshop**

**Robert Collins,** Founder, Robert Courtney & Associates

2:30 p.m. **Panel:** Media’s Role in Storytelling

**Eric Thomas,** Senior Vice President, External Relations, Invest Detroit

**Tina Kozak,** CEO, Franco

**DPTV**

3:15 p.m. Defining Moments

4:30 p.m. - **Wrap up & Class Announcements**

4:45 p.m. - **Social Hour** Grazing Hearts Charcuterie, India Scott

6:00 p.m. - **Adjourn for the day**