

[a]list summit

02.16.17 | Los Angeles

[a]list summits have provided a forum and community for marketers in connected entertainment and beyond to discuss the sea changes and rising opportunities in the industry since 2008. Past [a]list summit attendees and speakers have included a long list of luminaries from Fortune 500 and Inter-brand Top 100 lists.

Programmed and produced by [a]listdaily, [a]list summit: Competitive Gaming + ESports seeks to bring to life the many eSports stories told on alistdaily.com. Advisors this year include Jim Louderback, editorial director for Vid-Con's industry track, and Twitch's Andy Swanson.

This one-day event will walk marketers through everything they need to know about the world of competitive gaming and eSports so they will be armed with the knowledge and contacts needed to step into the arena.

2015 Summit Key Stats:



255

THOUSAND
Total Impressions

1.0

THOUSAND
Total Mentions

278

THOUSAND
Total Social Posts

1.3

THOUSAND
Total Engagements

1.5

THOUSAND
Total Livestream & VOD Views



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Andy Swanson	VP, eSports, Twitch
LeAnne Hackmann	Sr. Director, Global Content Strategy & Activation, Mattel
Allison Stern	Co-Founder & VP Marketing and Business Development, Tubular
JC Cangilla	SVP of Business Development, New Form Digital
Seamus Blackley	Xbox Co-Creator
Lorenzo Di Bonaventura	Producer, Transformers Franchise
Shay Carl	Co-Founding Talent of Maker Studios
Peter Levin	President, Interactive Ventures and Games, Lionsgate
Terry City	Head of West Coast Operations, BuzzFeed
David Hayes	Head of Creative Strategy, Tumblr
T.J. Marchetti	CMO, Awesomeness TV
Maria Pacheco	Sr. Director, Mobile Marketing, Dreamworks Animation
Mary Healey	Global Lead, YouTube Brand Partner Program
Elaine Chase	Senior Director, Global Brand Strategy and Marketing, Hasbro
Scott Carlis	VP of digital and social media, AEG (LA Kings)
Jack and Jack	Influencers
Zach King	Influencer
Olga Kay	Influencer
Ruth Yomtoubian	Director, AT&T Foundry
Eric Gradman	CTO, Two Bit Circus
Paul Peterman	Head Of Industry, Facebook & Instagram
Mike Sepso	SVP, Activision Blizzard Media Networks, Co-Founder, MLG
Shiraz Akmal	CEO and Co-Founder, SPACES
Steve Callanan	CEO and Co-Founder, Wirewax
Dan Garraway	Co-Founder, Wirewax
Frank O'Connor	Creative Director, Halo Franchise

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