

SVG COLLEGE SUMMIT

a virtual event **JUNE 22-24**

DAY 3 | Thursday, June 24

AGENDA (All times Eastern)

GENERAL SESSIONS

1:00 – 1:05 p.m. **WELCOMING REMARKS** presented by 

1:05 – 2:00 p.m. **ALL THE FEELS:
The Art and Science of Elite Video Storytelling**

The task of telling the stories of your institution, student athletes, coaches, and more extends far beyond the game itself. Some of the industry's best postproduction content creators share their creative inspiration while also cutting into the nitty-gritty of the technical processes that power the creation and effective distribution of the gorgeous and engaging content that has become synonymous with college sports.

MODERATOR: Brandon Costa, SVG, Director of Digital and Director, SVG College

PANELISTS:

John Castelli, Big Ten Network, Managing Editor

Bill Friedman, Big Ten Network, Senior Coordinating Producer, B1G Network Originals

Scott McBurney, Atlantic Coast Conference, Associate Commissioner/Advanced Media

Chris Taylor, Ball State University, Senior Director of Sports Production

2:15 – 2:45 p.m. **CAMPUS CONNECTION:
Virtual Facility Tour - University of California, San Diego**

Miss visiting your colleagues' facilities and getting inspired to bring new ideas back to your campus? Take a focus tour of a new control room or live-production facility and get the chance to ask questions of those who built it.

MODERATOR: Brandon Costa, SVG, Director of Digital and Director, SVG College

PRESENTER:

Steven Calista, University of California San Diego, Assistant AD, Video Production

2:45 – 3:15 p.m. **TOOLS OF THE TRADE: Evolving Solutions and
Technology That Feed the Content Beast**

presented by  

Everyone wants to find more-efficient ways to capture, edit, and distribute content. What solutions are making content-creation teams more productive (and less stressed) than ever, and how are these services paving the way for content to be built and shared at greater scale with greater efficiency?

MODERATOR: Brandon Costa, SVG, Director of Digital and Director, SVG College

PANELISTS:

Ben Gabrielson, LiveU, Sales Manager, Sports

Scott Hecht, Syracuse University, Executive Producer/Director

Scott Rinehart, University of Notre Dame, Director, Broadcast and Streaming Technologies

Josh Stoner, Canon, Senior Specialist, Product

THANK YOU SPONSORS

TITLE SPONSOR



DIAMOND SPONSOR



CASE STUDY SPONSOR



GOLD SPONSORS



WORKSHOP SPONSOR



EVENT SPONSORS



SVG COLLEGE SUMMIT

a virtual event **JUNE 22-24**

DAY 3 | Thursday, June 24 *continued*

AGENDA (All times Eastern)

WORKSHOP

CREATIVES' CORNER: POWERING THE CONTENT MACHINE

3:15 – 4:30 p.m. **CREATIVES CORNER:
Powering the Content Machine**

Postproduction content creators from across the world of collegiate athletics gather to share the latest gear, technology, workflows, and solutions that help make their content-creation plans possible. Don't miss this peer-to-peer look behind the scenes at how some of the year's most engaging video-content creators do what they do.

MODERATOR: **Brandon Costa**, SVG, Director of Digital and Director, SVG College

PRESENTERS:

Eric DeSalvo, University of Central Florida, Assistant AD, #Content

Alex Grant, University of Maryland, Creative Director – Maryland Football

Tyson Hutchins, Clemson University, Senior Director, Creative Solutions

Matt Nieto, Sun Belt Conference, Director of Creative Video

Chanelle Smith-Walker, University of Tennessee, Director of Content

THANK YOU SPONSORS

TITLE SPONSOR



DIAMOND SPONSOR

SONY

CASE STUDY SPONSOR



GOLD SPONSORS

Canon



**VENUE
edge**



WORKSHOP SPONSOR



EVENT SPONSORS

