



— VIRTUAL —

SUMMIT ORIENTATION

Are you ready to reunite with old friends and make some new ones this **October 18th & 19th** at the **Langham Huntington in Pasadena, CA?**

Check out this recap for notes on what to expect and how to get the most out of your experience. From kicking those networking fears to applying the learnings and connections you make at the event to your post-summit life - we've got a few helpful tips for you here!

Featured Experts:

Sarah Squiers // EVP, Business Development // [TelevisaUnivision](#)

Coodie Simmons + Chike Ozah //
Co-Founders, Award-Winning Film Directors // [Creative Control](#)

Sarah Squiers is EVP of Business Development for TelevisaUnivision, the leading Hispanic media company in the U.S.

She leads business development strategy and oversees the team representing the Company's multiplatform portfolio, including Univision, (the No. 1 Spanish-language network) and UniMás (the fastest-growing broadcast network) to clients and agencies looking to harness Hispanic consumer opportunities - the largest growth segment in the U.S.

In this orientation, she shared why her teams NEVER miss our in-person Summit.

Sarah Squiers // EVP, Business Development

**Televisa
Univision**



With one half hailing from Chicago and the other New Orleans, the award-winning duo Coodie & Chike crossed paths in New York in 2002. In 2004, their first collaboration, "Through the Wire", resulted in a chart topping video that instantly catapulted the career of one of the world's largest entertainers, Kanye West. The video's success would be attributed to its unique style that displayed soulful documented footage combined with mixed media elements. The duo solidified their working relationship from this point on and continue to collaborate with high profile artists such as, Pitbull, The Black Keys, Christina Aguilera, Erykah Badu, Ed Sheeran, & Gil Scott-Heron, just to name a few.

In 2009 they launched the digital network "CreativeControl.TV", showcasing the versatility of their storytelling. Recently their production company has several projects in development ranging in Television, Film, Digital and Tech. including the highly anticipated three part Netflix docu-series, "jeen-yuhs", which chronicles a 20 year span of the life of Kanye West. It debuted at the 2022 Sundance film festival to critical acclaim and continues to stream as one of Netflix's premiere releases of 2022.

They shared how they leveraged THIS community to help get that award-winning doc off the ground.



Coodie Simmons + Chike Ozah // Co-founders



WATCH THE REPLAY [HERE](#)

HELPFUL SUMMIT TIPS!

What to Expect!

- **PTTOW! Next Ethos** [HERE](#)
- **Agenda** [HERE](#)
- **Arrival:** The Summit officially starts Tuesday, October 18th @ 2:00 pm (PT), however there will be a morning activity for anyone who arrives early and wants to participate. The morning activity will begin at 10:30 am (PT).
- **Programming:**
 - Storytelling Stage Keynotes: Inspiring keynote presentations from a diverse group of business leaders and life strategists.
 - Master Courses: Dynamic and experiential group conversations that take a deep-dive into today's most important culture-shaping topics. Led by a PTTOW! Mentor, a recognized expert on the subject, these experiences are built to be active conversations where each participant leaves with new perspectives and academic learnings on the subject which can later be applied to their organization.
 - Small Group Mentorships: Intimate group settings where mentors share their professional journey, career peaks/valleys, & layout the landscape of their industry and where it is headed next. You ask the questions!
 - Meet-The-Mentors: A 75-minute mentorship rotation placing 16 PTTOW! Mentors in one experiential space, each at their own personalized stations. Attending mentees have the opportunity to sign-up for a session of the rotation and spend 15 minutes with 4 of Mentors (mentorship in the format of "speed dating").

What You're Getting Out Of PTTOW! Next!

- Discovering new ways of thinking, meaningful conversations, and connecting with other rising stars as well as knowledgeable mentors.
- Everyone at PTTOW! Next has specifically been selected by their supervisors to attend. Everyone attending is a superhero in their respective spaces and you'll have the opportunity to learn what everyone's superpower is.
- Our PTTOW! Next members come from a myriad of perspectives. Immerse and surround yourself with those you wouldn't connect with otherwise - this is where magic happens.

HELPFUL SUMMIT TIPS!

Advice!

Directly From Sarah, Coodie & Chike For The Best PTTOW! Next Experience:

- **Be Open**
 - Be available & accessible. Let go of any expectations or preconceived notions and just go with the flow.
 - The community is a relaxed, judgment-free zone. This is an opportunity to grow personally and professionally.
- **Don't Be Put In A Corner**
 - Separate yourself from your team members. If you stay in your circle, you limit your growth and opportunity to find new perspectives.
 - Insert yourself into other ongoing conversations with, "Hi, I don't know anyone here but may I join your conversation?".
- **Create Magical Moments**
 - Be open to magic moments - these occur more when you allow yourself to listen, rather than talk.
 - Don't come expecting for there to be a serendipitous moment. If you expect it or try to find it, you will limit yourself.

*Look out for our upcoming programming email next week!
Our session sign ups are first come, first served.*