

Sheppard Mullin's Entertainment, Technology and Advertising Practice Panel and Reception during SXSW

Parkside, Austin, Texas
03.13.2024

Wednesday, March 13, 2024

3:30 p.m. - 4:00 p.m. Registration
4:00 p.m. - 4:45 p.m. First Panel Presentation
5:00 p.m. - 5:45 p.m. Second Panel Presentation
6:00 p.m. - 7:30 p.m. Cocktail Reception
Drinks and hors d'oeuvres will be served during the reception.

Parkside

301 East 6th Street
Austin, TX 78701
[Website](#) | [Walking Directions](#)

7-minute walk from the Convention Center.

[Click here to register.](#)

First Panel: 4:00 p.m. - 4:45 p.m.

Harmony & Hustle: Tuning into Trends in the Music Business

Explore industry trends and technological disruptions shaping the music landscape, as experts dissect the perfect blend of harmony and hustle required for success in the ever-evolving realms of music and business. Gain strategic insights to navigate the currents of change and stay ahead in this vibrant intersection of creativity and commerce.

Moderated by:

- **Alexis Robinson**, *Partner and Leader of Entertainment, Technology and Advertising and co-chair of the Music Practice*, Sheppard Mullin

Panelists:

- **Gil Aronow**, *Vice President - Global Music Business Relations*, Peloton Interactive

- **Pete Chiappetta**, *Managing Director*, Domain Capital Advisors LLC
- **Katherine Wilcox**, *Music Counsel*, Epic Games, Inc.

Second Panel: 5:00 p.m. - 5:45 p.m.

From Algorithms to Audiences: Navigating the AI-driven Evolution of Entertainment

This exclusive panel scrutinizes the profound disruptions caused by AI in the entertainment landscape. Dive into the transformative impacts on the status quo, explore emerging models, and analyze the unique legal and operational challenges faced by key stakeholders across the value chain. Join us for an insightful exploration of the AI-driven evolution shaping the future of entertainment.

Moderated by:

- **Daniel Schnapp**, *Partner, Artificial Intelligence Team Leader*, Sheppard Mullin

Panelists:

- **Clara Kim**, *Executive Vice President, Chief Legal & Business Affairs Officer*, ASCAP (The American Society of Composers, Authors and Publishers)
- **Neerav Vyas**, *Vice President - Head of MarTech and AdTech*, Tredence Inc. (AI consulting firm)
- **Jim Warner**, *Industry Field CTO, Advertising & Marketing*, Snowflake, Inc.
- **Drew Welborn**, *Talent Agent - Digital Media*, WME (William Morris Endeavor)

Questions or to Register? Please contact Belinda Ashong via email.

Attorneys

Alexis Robinson

Daniel E. Schnapp

Industries

Entertainment, Technology and Advertising