

# Agenda

**7:30 am to 9:00 am**

Breakfast

**9:00 am to 9:30 am**

Welcome address

**9:30 am to 10:15 am**

Building scalable FAST businesses

**10:15 am to 10:45 am**

Break

**10:45 am to 11:30 am**

Will FAST finally deliver on the promise of CTV advertising? Driving outcomes, attribution and ad innovation

**11:30 am to 2:00 pm**

Lunch break, workshops and partner booths

**11:45 am to 12:30 pm**

Workshop 1 at Starlight - Art vs. Science: Behind the scenes of FAST content programming and operations

**12:45 pm to 1:30 pm**

Workshop 2 at Starlight - Maximize your yield - Ad operations best practices

**2:00 pm to 2:45 pm**

Fostering collaboration: Streamlining distribution across FAST platforms and channels

**2:45 pm to 3:05 pm**

Break

**3:05 pm to 3:50 pm**

Viewer retention and engagement: Programming tactics in FAST

**3:50 pm to 4:20 pm**

Break

**4:20 pm to 5:05 pm**

The technology ecosystem of FAST: Challenges and opportunities

**5:05 pm to 6:00 pm**

Market overview and closing remarks

**6:00 pm to 6:30 pm**

Move to 1212 Santa Monica

**6:30 pm to 9:00 pm**

Networking dinner at 1212 Santa Monica

