



PROJECT ANIME

LOS ANGELES, CA, USA



JUNE 28 - 29, 2017

The Westin Bonaventure Hotel, Los Angeles, CA

Anime Expo Operational Tours

The final piece of Project Anime: Los Angeles's schedule – a brief tour of Anime Expo's convention logistics. Tours start in Room 302 and include a look at our entertainment hall, information services, convention operations, and more. Tours are expected to take anywhere between 45 minutes and 90 minutes. Sign up for a tour by visiting bit.ly/2017PALATours
(NOTE: Please sign up for only one time for each tour type.)

Meal Information

If you purchased either a General Admission or Hotel Package ticket, you will have access to the below exclusive luncheons, dinners, and receptions during Project Anime: Los Angeles 2017.

June 28 & 29 – Lunch

12:00 PM - 1:00 PM

Catered lunch will be served in the Huntington Suite.

June 28 – Dinner at Bonaventure Brewing Company

7:30 PM – 9:30 PM

Located on the 4th floor pool deck level of the Westin Bonaventure, kick back and enjoy a buffet-style dinner with other Project Anime attendees at the Bonaventure Brewing Company.

June 29 – Dinner and Reception at Don Chente

1248 S Figueroa St, Los Angeles, CA 90015

Dinner - 7:00 PM | Reception - 9:00 PM

Dinner Starts at 7pm in the dining area on the second floor. The reception starts at 8pm and moves upstairs to Don Chente's rooftop El Fuego Lounge for a beautiful view of the Los Angeles Convention Center (LACC).

Don Chente is located directly across the street from the LACC, on the second and third floor of the building that also houses Hooters and El Compadre on the ground floor.

Mobile App

Download Project Anime 2017's official mobile app, brought to you by Allcal. Search for "Allcal" in either the App Store or Play Store, then search "Project Anime" within Allcal.

Allcal combines event scheduling, chat, real-time analytics, and in-app pricing.

Keynote Speaker

Koji Takeuchi

Animation Producer

Former President of Telecom Animation Film Co.,Ltd.



Takeuchi began his career at Nippon Animation Co., Ltd. in 1976 as a member of the production team. He worked on various hit TV series with directors Isao Takahata and Hayao Miyazaki who were both at Nippon Animation at the time.

He joined Telecom Animation Film Co.,Ltd. in 1980 where many of his first projects were with Miyazaki and Takahata who had also moved to Telecom. Together they worked on many TV shows and feature films such as “Lupin the 3rd”, “Sherlock Hound”, “Chie the Brat”, “Little Nemo: Adventures in Slumberland” and more.

He has also worked with numerous non-Japanese studios including Warner Bros. Animation (“Tiny Toon Adventures”, “Superman: The Animated Series”, “The New Batman Adventures”) and Walt Disney Television Animation (“DuckTales”, “The New Adventures of Winnie the Pooh”).

Recently, he is devoted to nurturing young animation creators and designs workshops with the Japanese government's Agency for Cultural Affairs. He is currently director of the Young Animator Training Project named “Animation Boot Camp” from 2012.

In 2013, he studied Animation Education at Gobelins, l'école de l'image in Paris.

From 2014, he is the directing of the project “ANIME TAMAGO” with the Japanese government's Agency for Cultural Affairs.

From 2016, he is the Festival Director of Tokyo Anime Award Festival.

Wednesday, June 28

Westin Bonaventure - San Gabriel BC

Orientation / Opening

10:00 AM - 10:50 PM / Speaker: Marlan Moore

A few words of welcome from Project Anime Conference Director Marlan Moore, as well as information on this year's event's technology.

How to Get the Most from an Anime Company (When They Can't Come to Your Con)

11:00 AM - 11:50 AM / Speaker: Adam Sheehan

Having an anime company at your convention is always ideal but many times it's not possible due scheduling, budget, and other factors outside of your control. This doesn't mean that you can't still get some great support from these companies. In this panel we will discuss different ways to get the most for your convention from an anime company.

Lunch

12:00 PM - 12:50 PM / Location: Huntington Suite

Cosplay Roundtable

1:10 PM - 1:55 PM / Speakers: Martin Wong & Risa Light

An open discussion on supporting cosplay and the cosplay community at your event!

Security Roundtable

2:00 PM - 2:50 PM / Speaker: Matthew Thomas

An open discussion on everything security related!

Marketing Roundtable

3:00 PM - 3:50 PM

Join us for this hour long roundtable covering several aspects of how to market your event. Topics to be discussed include: At (other) Conventions Marketing, Facebook Marketing, Other Digital Marketing, Traditional Marketing, and Marketing Mistakes to Avoid.

Networking Best Practices

4:00 PM - 4:50 PM / Speaker: Jon Baumgardner

Need to brush up on your networking skills? Here's some quick tips on making the most out of any networking opportunity!

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Wednesday, June 28

Westin Bonaventure - San Gabriel A

Masquerade Best Practices

11:00 AM - 11:50 AM / Speaker: Tim Wyckoff

An open discussion on everything related to hosting your very own cosplay competition!

Lunch

12:00 PM - 12:50 PM / Location: Huntington Suite

Discussion: Increasing Participation and Attendance

1:10 PM - 1:55 PM / Speaker: Lance Heiskell

How well do you know your attendees? Surveys and email are your best tools. How do you use them? Do you keep attendance records to see trends? You'll think you're Brent Spiner with all the Data we'll talk about.

Programming Roundtable

2:00 PM - 2:50 PM / Speaker: Jeremiah Fajardo

An open discussion on everything programming related, including how you organize your schedule, and ways to be innovative in your content!

Relationship Building

3:00 PM - 3:50 PM / Speaker: Ray Chiang

An open discussion on building relationships that can help bring your event to the next level!

Creating Unforgettable Convention Experiences

4:00 PM - 4:50 PM / Speaker: Martin Wong

Explore the elements that make a convention unforgettable and learn how to create "magical moments" for attendees to talk about for years to come.

Thursday, June 29

Westin Bonaventure - San Gabriel BC

Day 2 Highlights and Remarks

10:30 AM - 10:50 AM

A quick rundown on what to expect from Day 2 of Project Anime: Los Angeles, and information on the night's reception.

Booking American Guests

10:30 AM - 10:50 AM / Speakers: Peter Tatara-VP of Anime Events at Leftfield Media

Peter Tatara (Anime NYC, Crunchyroll Expo) has worked with many guests over the last 10 years, including AKB48 and Stan Lee. He will discuss talent booking, appearance fees, guarantees, and developing relationships with guests, managers, and bookers.

Lunch

12:00 PM - 12:50 PM / Location: Huntington Suite

Warner Bros

1:10 PM - 1:55 PM / Speakers: Shoko Otani and Nari Takamura

Are you interested in inviting star-studded creators and renowned voice actors/actresses from our shows? We're very open to any kind of opportunities! We will be presenting our anime titles, how we have worked with international conventions, guest-related information and more.

Effective Use of Social Media To Grow & Maximize Your Convention Audience

2:00 PM - 2:50 PM / Speaker: Marek Wawrzyniak

Using and managing social media effectively to gain more exposure for the convention events. Tools, tactics, examples, ideas. Pssst! See Two Super Effective Google Search Hacks for Event Organizers, Did I Say and Legal?

Boost Engagement With Mobile Apps Presented by Allcal

3:00 PM - 3:50 PM / Speakers: Danielle Cocanougher & Lance Heiskell

Learn how to take full advantage of a mobile schedule for your con. See examples from some of LA's biggest fandom cons - Stan Lee's LA Comic Con and RuPaul's DragCon - and test out Allcal's in-app prizing LIVE with giveaways for the audience!

The Seisaku-linkai System: A Committee System for a Project in Japan

4:00 PM - 4:50 PM / Speaker: Koji Takeuchi

Veteran producer Koji Takeuchi gives insight on how anime is produced and explains how the anime production committee system works.

Project Anime Feedback Session

5:00 PM - 5:50 PM

Thursday, June 29

Westin Bonaventure - San Gabriel A

Fandom: Facts, Fakes, and the Future

11:00 AM - 11:50 AM / Speakers: Ian Tingen & Jeremy Arnaud

Fandom, and especially J-culture fandom, evolves quickly. What assumptions can we safely make and what questions should we be asking when strategizing how to best serve our attendees, customers, and fans? Power Level CEO and psychology professor Ian Tingen explores data-informed production and marketing for fandom.

Lunch

12:00 PM - 12:50 PM / Location: Huntington Suite

Successful Small Conventions: Tips for Running Smaller Events

1:10 PM - 1:55 PM / Speakers: Jordan Molnar & Tom Croom

"Size matters not. Look at me. Judge me by my size, do you?" -Yoda, Jedi Master

You don't always have to be the biggest to be successful. Learn tips and tricks to operating conventions on a smaller scale (less than 3,000 attendees). We'll discuss guests, programming, advertising, budgets, and more.

Tips for Hosting Adult Programming

2:00 PM - 2:50 PM / Speakers: Kim Dellner & Madison Grace

Anime convention attendees age with their event, and many of them have come to expect after hours programming in line with their matured interests. Join Cosplay Deviants and Project-H as they discuss the ins and outs of presenting 18+ panels and entertainment at your anime convention.

World Cosplay Summit

3:00 PM - 3:50 PM / Speakers: Ed Hoff

Learn all about this international competition, and how your event may become involved!

Be the Change You Want to See in the Con

4:00 PM - 4:50 PM / Speakers: Jessica Wehling

Explore different ways that you can focus your presence to effect changes in the community, convention culture, and industry growth both locally and internationally.

