

Nigerian Entertainment Conference Programme #NECLive





9:00- 10:00	Registration of Participants
10:00-10:05	Welcome Note Ayeni Adekunle Publisher and Editor-in Chief Nigeria Entertainment Today and Chairman Nigerian Entertainment Conference
10:05-10:15	Conference Opens
10:15-10:45	Business Session: Solving The Distribution Problem Once And For All Speaker- Prof Pat Utomi
10:45-11:15	Panelists Ace Comedian and Actor Basketmouth , President/CEO SoForte Entertainment Group Gbenga George , Storm 360 Chairman Obi Asika , Film Producer and Marketer Aina Kusoro <ul style="list-style-type: none"> • Forces behind the distribution problem in the entertainment industry. • Importance of an effective distribution system for the industry. • Talking points on strategies that should effectively solve the distribution problem. • What's the required investment (ANY CASE STUDIES)? • Lessons from Alaba and Idumota distribution markets • Lessons from FMCGs and Telcos in Nigeria • Does government have a role? • Way forward!
MODERATOR:	Head SME Banking - Stanbic IBTC Akin Oyebo
11:15-11:20	Coffee Break
11:20-11:50	IT Panel Discussion: Using IT For Intervention Panelists Co-Founder of Jobberman.com Opeyemi Awoyemi , Project coordinator Astera Engineering Bukola Akingbade , Project Director/ Co-founder - Co Creation Hub Femi Longe , CEO Spinlet Nkiru Balonwu <ul style="list-style-type: none"> • IT solutions for solving entertainment problems • The evolution of IT in the entertainment industry in Nigeria (From equipment to distribution) • Importance of IT in marketing, distribution, promotion and policy. • The role of IT in curbing piracy.
MODERATOR:	Founder Noah 69 Company Sevi Taylor
11:50-12:20	Media Panel Discussion: Whose Content Is It Anyway? Panelists Executive Editor Sunday - The Niche Olumide Iyanda ,

	<p>Renowned writer Toni Kan, Popular On Air Personality Steve 'Yaw' Onu, CEO of Nigezie Femi 'Kwame' Aderibigbe, Pop Superstar Sidney 'Dr Sid' Esiri.</p> <ul style="list-style-type: none"> • Defining creative content and its ownership. • Rights of an artist/creator vs rights of media. • What is considered 'general' and 'owned' content? • Creating a better relationship between content owners, consumers and content creators. • How to create content that can be monetized in digital age. • Media exploitation of artistes, writers and other creators.
MODERATOR:	International broadcast journalist Adaure Achumba
12:20- 12:50	<p>Breakout Session</p> <p>IT</p> <p>Making best use of technology</p> <ul style="list-style-type: none"> • Comparing effectiveness of different IT platforms. • Impacts of these platforms on the entertainment industry. • What are the biggest challenges? <p>Business</p> <ul style="list-style-type: none"> • Does/Will increased interest from our international counterparts impart on the distribution negatively or positively? • How can government help? • What exactly are the Telcos doing? • Lessons from Steve Jobs' iTunes (case study) <p>Media</p> <ul style="list-style-type: none"> • How will User Generated Content (UGC) enhance quality of media content? • Is content spinoff becoming an opportunity to embrace? • Media for the future – what is next?
12:50-1:35	Networking and Lunch Break
1:35- 2:05	<p>Music Session: Slaying The Collective Rights Monster. Speaker-Pop Icon Innocent '2Face' Idibia</p>
2:05-2:35	<p>Panelists</p> <p>Co-founder and Executive Director of Storm 360 Olisa Adibua, Entertainment Consultant Edi Lawani, Chairman of COSON Tony Okoroji and former DG, Nigerian Copyright Commission Adebambo Adewopo.</p> <ul style="list-style-type: none"> • Understanding the concept of collective rights in the Nigerian music industry. • Discussion on how to manage collective rights effectively. • The implications of NOT fixing the collective rights

	<p>dilemma.</p> <ul style="list-style-type: none"> • How have the regulatory bodies fared?
MODERATOR:	Radio/TV On Air Personality IK Osakioduwa
2:35- 3:05	<p>Nollywood Session: The Desired Future Speaker- Director General of the National Broadcasting Commission (NBC) Emeka Mba</p>
3:05- 3:35	<p>Panelists Founder of African Movie Academy Awards Peace Anyiam-Osigwe, Award winning Actress Uche Jombo, Iroko Partners Founder Jason Njoku, Media Practitioner and Art Journalist Shaibu Hussein, Gafar Williams, Award Winning Actor Ramsey Nouah.</p> <ul style="list-style-type: none"> • Discussion on the achievements recorded in Nollywood in recent times. • Role of stakeholders in moving the Nollywood industry forward. • Strategy suggestions to build the desired future for Nollywood (CASE STUDIES). • The impact of digital era on Nollywood's present and future.
MODERATOR:	Film maker and writer Chris Ihidero
3:35- 3:40	Coffee/ Networking Break
3:40- 4:10	<p>Breakout Session Music</p> <ul style="list-style-type: none"> • In whose interest is the collective rights? • How can the government help? • Any intervention from best practices around the world? <p>Nollywood</p> <ul style="list-style-type: none"> • Global perception of Nollywood as compared to its counterparts. • Distribution: A major aspect that can either break or make Nollywood. • Maximizing government funding. • Areas of Nollywood that require intervention funding. • Nollywood: A viable investment? • Is AGN effective enough in Nollywood?
4:10-4:40	<p>Social Responsibility Session: Why We Should Care Speaker- Omotola Jalade-Ekeinde</p>
4:40- 5:10	<p>Panelists Pop Icon Innocent '2Face' Idibia, Executive Director Enough Is Enough (EiE) Yemi Adamolekun, Managing Director Anglophone Africa, Trace TV Sam Onyemelukwe, Founder/CEO Rise Networks Toyosi Akerele</p> <ul style="list-style-type: none"> • Roundtable discussion on the influence of celebrities • The concepts of giving back either through personal

	<p>resources or fundraisers</p> <ul style="list-style-type: none"> • Important facts celebrities must know with key lessons from the world as a whole. • How industry practitioners can help shape the society by showing care for others.
MODERATOR:	Senior Consultant Thistle Praxis Consulting Limited Emilia Asim-Ita
5:10- 5:50	NET Honours
5:50- 6:35	Cocktails

COLOUR GUIDE

-  - MODERATOR
-  - COFFEE BREAK
-  - BREAKOUT SESSION
-  - COCKTAIL