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🏆 VidCon moment 🤝



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from  
**Meta**

# HELLO & WELCOME TO VIDCON THIRTEEN

This is a pretty special VidCon for me. For a while there, VidCon didn't happen. Then it did, but I ended up getting COVID right before the event and so I missed it. Then last year, I got diagnosed with cancer just a couple months before the event and couldn't go because I was getting treatment!!

This does not seem fair!!

I am now writing this very nearly the one-year anniversary of my diagnosis and though I am not a particularly superstitious person, I am nonetheless knocking on every available piece of wood because this year should mark my first real VidCon since before the pandemic began!

AS YOU CAN IMAGINE I AM PRETTY EXCITED!!

When we started VidCon in the basement of a hotel in 2010, I thought that digital video was a very big deal. But even I did not think that it was going to be as big of a deal as it has turned out to be. I certainly did not imagine that it would be the subject of quite a number of congressional hearings!

But its importance makes sense!

We are sharing the only thing we have with each other — our attention. And sometimes that seems way safer to do online than elsewhere, but it isn't that safe. We allow algorithms to decide what we watch. We let strangers influence how we feel. We let the systems of the social internet construct a new version of our world for us to imagine. It's a version that we should not always trust.

It's always been a mess out here, everyone knows that. And as fast as these things change, there's one thing that is extremely constant — being together matters. I am, first thing, a fan. I am a fan of these creators, a fan of this community, and a fan of this event, and I am so deeply grateful that I get to enjoy it with you.

**Hank Green**



# SCHEDULE

THURSDAY

6.27

WEDNESDAY

6.26

START	END	EVENT	WHERE
11:00 AM	7:00 PM	Registration	ACC North 100 Level
11:00 AM	7:00 PM	Chaperones' Lounge	ACC North 100 Level
11:00 AM	10:00 PM	Festival programming, activities, and food trucks	Festival Area
5:00 PM	7:00 PM	Industry Track Welcome Reception	Hilton Lanai Deck

START	END	EVENT	WHERE
8:00 AM	7:00 PM	Registration	ACC North 100 Level
8:00 AM	10:00 PM	Festival programming, activities, and food trucks	Festival Area & Festival Stage sponsored by Disney's Descendants: The Rise of the Red
9:00 AM	5:30 PM	Industry Track Lounge and booths	ACC Ballroom E
9:00 AM	6:00 PM	Creator Track Lounges (TikTok Destination: Creation the Creator Track Lounge presented by TikTok & YouTube Creator Stadium)	ACC 205 & 208
9:00 AM	6:30 PM	Expo Halls: Community Track booths, lounges, and activities	Halls B & C
9:00 AM	7:00 PM	Chaperones' Lounge	ACC North 100 Level
9:30 AM	5:00 PM	Industry Track fireside chats, case studies, keynotes, and more	ACC 300 Level
10:00 AM	6:30 PM	Community Track panels, Q&As, and more	Spotlight Stage (Hall A), Trending Stage (Hall B), Discover Stage (Hall C), Amplify Stage (Hall D), Room 213
10:00 AM	6:30 PM	Creator Track panels, workshops, networking, and more	ACC 200 Level
10:00 AM	6:30 PM	Mentorship Series	ACC 200 Level
10:00 AM	7:30 PM	Meet & Greets	Hall D
3:00 PM	4:00 PM	Industry Track Keynote	Industry Mainstage (Ballroom AB)
4:15 PM	6:15 PM	Industry Track Reception	ACC California Terrace
7:00 PM	9:00 PM	Night of Awesome	Spotlight Stage (Hall A)

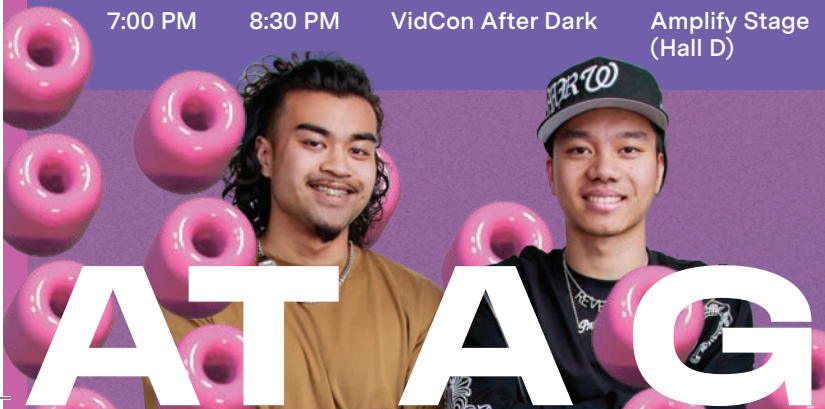


# FRIDAY 6.28

START	END	EVENT	WHERE
8:00 AM	6:00 PM	Registration	ACC North 100 Level
8:00 AM	10:00 PM	Festival programming, activities, and food trucks	Festival Area & Festival Stage sponsored by Disney's Descendants: The Rise of the Red
9:00 AM	5:30 PM	Industry Track Lounge and booths	ACC Ballroom E
9:00 AM	6:00 PM	Creator Track Lounges (TikTok Destination: Creation the Creator Track Lounge presented by TikTok & YouTube Creator Stadium)	ACC 205 & 208
9:00 AM	6:30 PM	Expo Halls: Community Track booths, lounges, and activities	Halls B & C
9:00 AM	6:00 PM	Chaperones' Lounge	ACC North 100 Level
9:30 AM	5:00 PM	Industry Track fireside chats, case studies, keynotes, and more	ACC 300 Level
10:00 AM	5:00 PM	Community Track panels, Q&As, and more	Spotlight Stage (Hall A), Trending Stage (Hall B), Discover Stage (Hall C), Amplify Stage (Hall D), Room 213
10:00 AM	5:00 PM	Meet & Greets	Hall D
10:00 AM	6:30 PM	Creator Track panels, workshops, networking, and more	ACC 200 Level
10:00 AM	6:30 PM	Mentorship Series	ACC 200 Level
7:00 PM	8:30 PM	VidCon After Dark	Amplify Stage (Hall D)

# SATURDAY 6.29

START	END	EVENT	WHERE
8:00 AM	6:00 PM	Registration	ACC North 100 Level
8:00 AM	10:00 PM	Festival programming, activities, and food trucks	Festival Area & Festival Stage sponsored by Disney's Descendants: The Rise of the Red
9:00 AM	6:00 PM	Creator Track Lounges (TikTok Destination: Creation the Creator Track Lounge presented by TikTok & YouTube Creator Stadium)	ACC 205 & 208
9:00 AM	6:30 PM	Expo Halls: Community Track booths, lounges, and activities	Halls B & C
9:00 AM	6:00 PM	Chaperones' Lounge	ACC North 100 Level
10:00 AM	5:00 PM	Creator Track panels, workshops, networking, and more	ACC 200 Level
10:00 AM	5:00 PM	Meet & Greets	Hall D
10:00 AM	6:30 PM	Community Track panels, Q&As, and more	Spotlight Stage (Hall A), Trending Stage (Hall B), Discover Stage (Hall C), Amplify Stage (Hall D), Room 213
10:00 AM	6:30 PM	Mentorship Series	ACC 200 Level
5:00 PM	7:00 PM	Creator Track Reception	ACC 300 Level & California Terrace
7:00 PM	9:00 PM	VidCon After Dark	Amplify Stage (Hall D)
9:00 PM	11:00 PM	TWIX® Techno Prom	Spotlight Stage (Hall A)



# AT A GLANCE

## MERCH

# DID YOU PRE-ORDER MERCH FOR VIDCON 2024?

Stop by the VidCon Merch Booth in the Expo Hall to pick up your VidCon hoodies, t-shirts, and posters! You can pick these up any time the Expo Hall is open, so you have all weekend. Don't forget, though! If you don't pick up your merch, we will **not** ship it to you. To redeem your pre-ordered merch, all you have to do is bring your merch QR Code to the booth. (Your merch QR Code is in the PDF sent to the order holder with all of the other tickets.)

Didn't pre-order merch? That's OK! You can also buy some rad VidCon stuff at the Official VidCon Merch Booth located in Hall B.

Please note that the ACC (including the Official VidCon Merch Booth) is a cashless venue, so plan to bring a credit or debit card to use for any purchases.

Enamel Pin



Stickers!





# APP & SOCIAL

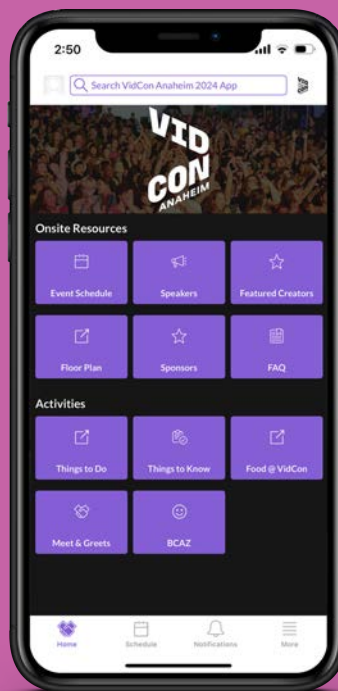
Want to know the time and location of a panel or workshop?

Need to figure out when and where your favorite Featured Creator is appearing?

Looking for food or the Lost & Found?

Download the VidCon App for the most up-to-date information about everyone and everything at VidCon!

Available for iOS and Android — just search the app store for “VidCon Global” and don’t miss a thing!



**FOLLOW @VIDCON**



We want to see all of the fun you're having at #VidConAN24, so don't forget to tag us!



# OUT OF THE BOX



# THE BOX



## FROM YOUR PHONE SCREEN TO RIGHT IN FRONT OF YOUR EYES!

You've seen your favorite Featured Creators — like Merrick Hanna, Jesus Nalgas, Hannahxxrose, and everyone in between — unbox mystery packages of fun on VidCon's Instagram Live, but you've never seen Out of the Box like this before. From Thursday, June 27 – Saturday, June 29, be on the lookout for the larger-than-life Out of the Box box on the Expo Hall floor. When the countdown clock strikes zero, discover what's inside for yourself! You never know what (or who!) will be revealed.



## BE IN TWO PLACES AT ONCE

so you don't miss out on any programming while you're on site during the event! Thanks to our partners at State Farm, you can enjoy digital access to Community Expo Hall stages A, B, and C and the Industry Mainstage — even if you're watching something else IRL. The best part? It's 100% free! Check it out at [youtube.com/vidcon](https://youtube.com/vidcon)!

Presented by





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# PALETTE

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 KAJABI

## WELCOME TO THE ERA OF CREATOR OWNERSHIP

JOIN OUR PANEL AT ROOM 207AB

10AM

JUNE 28

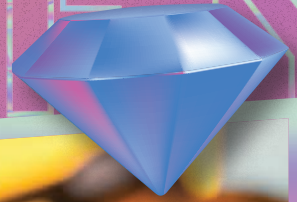
The creator economy is full of opportunity, but succeeding as a creator is hard. Shifting ad revenue splits, disappearing creator funds, and constantly changing algorithms don't make it easy. Join us as three 7-figure creators share their strategies and recommendations for diversifying your revenue, connecting directly with your audience, and building your business off social platforms.



COMMUNITY

COMMUNITY

COMMUNITY



TRACK SCHEDULE

TRACK SCHEDULE

TRACK SCHEDULE

## WEDNESDAY, JUNE 26

3:10 PM – 3:50 PM

**Crown the Creators: Spit Take**  
FESTIVAL STAGE SPONSORED BY  
DISNEY'S DESCENDANTS:  
THE RISE OF RED

**LonniellIV, soupytime, Sylvee, Merrick Hanna, Adam Rose, Fannita**  
Help us kick off VidCon's Crown the Creators Tournament during this hilarious try-not-to-laugh game! Cheer on your favorite creator as they try to maintain their poker face while reminiscing on the past year's funniest viral videos.

**Hosted by: HappyKelli**

5:10 PM – 5:50 PM

**The Big Reveal: Cash & Nico IRL**  
FESTIVAL STAGE SPONSORED BY  
DISNEY'S DESCENDANTS:  
THE RISE OF RED

**Cash, Nico**

Come watch the Cash & Nico crew's exciting face reveal LIVE at VidCon during this fun session where they'll play games with fans — and potentially send you home with prizes!

7:00 PM – 9:00 PM

**Festival Dance Party: The Eras**  
FESTIVAL STAGE SPONSORED BY  
DISNEY'S DESCENDANTS:  
THE RISE OF RED

**Sophie Pecora, RC AVENUE**

Get those friendship bracelets ready, hop in the getaway car, and enjoy the starlight with your fellow Swifties! Come dressed as your favorite era, whether it's one of your own, one of Taylor's, or one of the eras of digital video!

**Hosted by: Hannahxxrose**

## THURSDAY, JUNE 27

10:00 AM – 11:00 AM

**Funny Business**  
TRENDING STAGE

**Arianna Hailey, Autumn Monique, Charlotte Dobre, Horchata Soto, Nathan Kessel, Nurse John**

Get ready to ROFL with these masters of digital comedy! Get the inside scoop on the lightbulb moments behind their funniest ideas, the inspiration that fuels their funny bone, and how they keep their content as fresh as their punchlines to stand out from the crowd.

**Moderated by: Steven Ho**



10:00 AM – 11:00 AM

**Beyond Bending: Reshaping the Social Narrative of Avatar: The Last Airbender**  
DISCOVER STAGE

**Dante Basco, Janet Varney**

Discover how creators on TikTok, YouTube, and podcast platforms are reshaping the narrative around beloved franchises like Avatar: The Last Airbender. This session will be led by Janet Varney (Voice of Korra) and Dante Basco (Voice of Prince Zuko), hosts of the award-winning official rewatch podcast, Braving the Elements. Engage with the cast of the animated series and other passionate creators as they share insights on their symbiotic relationship with the Avatarverse, the influence of the franchise on their content, and the unique bond they share with their fans. Get ready for an exhilarating discussion on the future trajectory of fan-driven content creation!

**Moderated by: Alex Reeds**



**Live Podcast: The Editing Podcast**  
ROOM 213

**Hayden Hillier-Smith & Jordan Orme**

Jordan Orme is a video editor that has worked with Justin Bieber, Post Malone, Nike, Amazon Prime, and many more. Hayden Hillier-Smith is a leader in digital video editing with a client list that includes household names like Logan Paul and MrBeast. Together they are The Editing Podcast: a podcast for video editors by video editors — because editing is in our lives more than ever. Join them for this live episode as they highlight the editors whose timelines have changed the world.

10:30 AM – 11:30 AM

**From Burnout to Bliss & Balance**  
AMPLIFY STAGE

**Molly Burke, Nikki Garza, Nimay Ndolo, Rod Thill, Shubble**

Feeling burnt out? Do you ever wonder how your favorite creators always have so much energy in their videos? Turns out, keeping up with your mental health has an effect on your physical health! Join as these creators discuss how they approach overall wellness in order to keep making the videos you love.

**Moderated by: Kati Morton**

11:10 AM – 11:50 AM

**STEM Superstars**  
FESTIVAL STAGE SPONSORED BY  
DISNEY'S DESCENDANTS:  
THE RISE OF RED

**Forrest Valkai, Allen Pan, Evan and Katelyn, IDIDATHING**

We've gathered some of the biggest brains on the internet to teach us all something new! Tune in as these masterminds of the science

and engineering space show off the skills that have propelled them to digital stardom and inspired a new generation of STEM enthusiasts.

11:30 AM – 12:30 PM

**Breaking Boundaries: Amplifying LGBTQ+ Voices**  
TRENDING STAGE



**Bryce Xavier, Lindsay Nikole, Mercury Stardust, Naomi Hearts, soupytime**

We're rolling out the rainbow carpet for this star-studded panel! Tune in to discover how these LGBTQ+ pioneers are leveraging their platforms and content to spread positivity, uplift their communities, and ignite crucial discussions about diversity and representation in the digital sphere.

**Moderated by: Grace Stanley**

11:30 AM – 12:30 PM

**Aphmau, BUT it's a VidCon Panel**  
DISCOVER STAGE



**Aphmau, Jason Bravura**

Join Aphmau and Aaron for an hour of fun chit-chats, audience games, special announcements, and even some surprises! Get ready to have fun at this exciting VidCon panel!

**Live Podcast: I Spent a Day With...**  
ROOM 213

**MatPat**

Anthony Padilla took his popular YouTube series "I Spent a Day With..." into the podcast world. Now, he's bringing it to you at VidCon! Join him as he sits down with guests to discover the truth about often misunderstood and misrepresented groups of people and the human condition.

**Hosted by: Anthony Padilla**



# COMMUNITY TRACK SCHEDULE

THURSDAY, JUNE 27

12:00 PM – 1:00 PM

**The State of Glamor: 2024**  
AMPLIFY STAGE

**Emmy Combs, Valeriya Eros, Noor Dabash, MissDarcei, Janette Ok, meicrosoft**

From high glamor, to VFX makeup, to more natural looks — no one is more well-versed than these beauty powerhouses! Hear their opinions on the best (and worst) trends in the beauty space over the past year.

**Moderated by: Cass Holland**

12:20 PM – 1:00 PM

**Crown the Creators: Who's That Pokemon?!**  
FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS:  
THE RISE OF RED

**cuptoast, Infamous Swoosh, Rebecca Parham (Let Me Explain Studios), CircletoonsHD, Tubby Nugget**

It's time for the ultimate animator showdown! Tune in to watch your favorite artists duke it out as they try to guess and draw Pokémon from memory!

**Hosted by: Carter Kench**

1:00 PM – 2:00 PM

**Crown the Creators: Saber Showdown**  
DISCOVER STAGE

**Nicole Laeno, Markell Washington, Peet Montzingo, Lyssy Noel, PENG PENG LEE, Arianna Hailey**

Who's ready to bust a move? Watch your favorite creators step into the Beat Saber virtual arena to slice and dice their way to victory in this battle of rhythm and reflexes. May the beats be with you!

**Hosted by: LeendaDong**

2:00 PM – 3:00 PM

**How to Edit like an Artist (& Still Make Money)**  
TRENDING STAGE

**Hayden Hillier-Smith**

Colin and Samir interview Hayden Hillier-Smith about the intersection of artistry and entrepreneurship on YouTube. As filmmakers with 10+ years of experience, they've all found the balance between retention editing and creative expression. Colin, Samir, and Hayden will discuss editing as a creative practice, what sets great editors apart, and how to balance the demands of YouTube with the desire to make art.

**Hosted by: Colin and Samir**

**Live Podcast: The BCC Club**  
ROOM 213

**Sarah Schauer, Kendahl Landreth**

Welcome to the chain with your hosts Sarah Schauer and Kendahl Landreth! From mommy vloggers run amok to boomers breaking down on camera to the people who believe they're allergic to wifi, join the thread to take a deep dive into the internet! Block off your calendar or put the meeting on mute — you won't want to miss this live episode of the BCC Club!

2:30 PM – 3:10 PM

**The Ssspectacular Wonders of the Reptilian Realm**  
FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS:  
THE RISE OF RED

**Casual Geographic, Forrest Valkai, sidneyraz**

These creators have wowed us with their knowledge, dedicating themselves to teaching their audience something new in each video. Now it's their turn to learn. Step into the exhilarating world of reptiles as the animal expert behind JayPrehistoricPets introduces us to his reptile friends during this thrilling and educational show!

**Hosted by: JayPrehistoricPets**

2:30 PM – 3:30 PM

**LOL Ladies: The Witty Women Making Waves in Digital Comedy**  
AMPLIFY STAGE

**Ellie Schnitt, Pinky Patel, Drea Okeke (Drea KnowsBest), Leenda Dong**

Step into the world of digital comedy through the lens of some of the funniest women in the space. Hear amusing anecdotes and reflections on how the content they make has shaped their interactions with fans, the opportunities that have arisen from their work, and their ambitious goals for the future.

**Moderated by: Lexi St. John**



3:30 PM – 4:30 PM

**GTLive, Live from VidCon!**  
TRENDING STAGE

**Tom Robinson, Forrest Lee, Santi Massa, Amy Roberts**

This is your chance to catch the whole cast of Team Theorist live on the VidCon stage! This IRL variety show has everything — from live theorizing to puzzle solving and minute-to-win-it challenges for MatPat and new Theorist channel hosts Amy, Santi, Lee, and Tom. Don't miss out — they'll need YOU to help them complete all the insane activities and win bragging rights for the rest of the year!

**Hosted by: MatPat, Stephanie Patrick**

**For the Girlies**  
DISCOVER STAGE

**Astro Alexandra, Rosy McMichael, Noor Dabash, Jessica Kaylee**

Who runs the world (and the internet)?! Girls! Celebrate these queens of content with us and hear all about their experiences as they share what it's like being a woman in the digital realm — the good, the bad, and everything in between.

**Live Podcast: Avatar: Braving the Elements**  
ROOM 213

**Janet Varney, Dante Basco, Michaela Jill Murphy**

Enter the amazing world of Avatar through the official companion podcast, Avatar: Braving the Elements from Nickelodeon. Join hosts Janet Varney (the voice of "Korra") and Dante Basco (the voice of "Prince Zuko") each week as they break down episodes of Avatar: The Last Airbender, looking at key themes, notable battles, and behind-the-scenes trivia you can't get anywhere else. Dive in to explore elements of the Avatarverse, including the origins of the story and how Avatar was brought to life.

4:00 PM – 5:00 PM

**Sound Waves & Social Streams: Music's Digital Revolution**  
AMPLIFY STAGE

**Enola Bedard, Daniel Thrasher, Dinah Jane, Shiadanni**

Social media's power within the music industry is undeniable, transforming the way music is produced, distributed, and enjoyed. Hear from this panel of successful musicians as they dissect the pivotal role social platforms have played in reshaping the music landscape, and how you can use this shift to your advantage, from growing your listener base to promoting new releases and more!

**Moderated by: HTHAZE**

5:00 PM – 6:00 PM

**Leveling Up: The Past, Present & Future of Gaming**

**TRENDING STAGE**

*Sneegsnag, Ranboo, Shubble, DarkEyebrows, Guqqie*

Immerse yourself in the world of gaming as your favorite streamers discuss its evolution and advancements over the years. Join in on the excitement as they talk about their most eagerly anticipated upcoming releases, and revisit the past as they reflect on the nostalgic titles they think are long overdue for a revival.

**Moderated by: aimsey**

**Crown the Creators: Trivia Knockout**  
**DISCOVER STAGE**

*Astro Alexandra, KevinLangue, Sofia Bella, Johnnie Guilbert, Jake Webber, Tara Yummy*



Watch creators face off in this trivia challenge that encompasses everything from general knowledge to pop culture, animal facts, and more! Which smarty-pants team will claim the TKO title?!

**Hosted by: Rod Thill**

**Live Podcast: American Fever Dream**  
**ROOM 213**

*Sarah Schauer, Kendahl Landreth*

From under the desk to in your ears, V. Spehar and co-host Sami Saage bring you this podcast dedicated to curing the collective malaise brought on by our chaotic political environment. They will tenderly guide you through the biggest moments in politics and pop culture with a healing dose of perspective and humor. Rather than spiral over the latest unprecedented event, they dig for the 2024 political tea you \*really\* want to hear while offering all the information you need to be an empowered citizen, without the side of despair to keep you up at night.

**Hosted by: V Spehar (@underthedesknews), Sami Saage**



7:00 PM – 9:00 PM

**Night of Awesome**  
**SPOTLIGHT STAGE**



*Forrest Valkai, Valentine Brothers, V Spehar (@underthedesknews), CG5, KREW, Enola Bedard, Lewberger, kiranandnivi, Merrick Hanna, Shina Nova, Dinah Jane, elsarca, Mikey Angelo aka "Mr. Grande", Alan Chikin Chow, SeanDoesMagic*

All the things you love about VidCon, all in one night! Witness the weird, the wonderful, and the just plain outrageous in this night full of laughs, music, and big reveals with your favorite creators. Join us Thursday evening for an epic welcome to VidCon Anaheim 2024!

**Hosted by: Kalen Allen**



7:00 PM – 9:00 PM

**Festival Dance Party: Going Viral**  
**FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED**

*Vibin' Wit Tay*

Grab those dancing shoes, we're rocking out to the past year's most viral hits at this dance party! Come dressed to impress as your favorite social trend, and get ready to shake and shimmy all night!

**Hosted by: PENG PENG LEE**

**FRIDAY, JUNE 28**

10:00 AM – 11:00 AM

**Smosh Live: VidCon Edition**  
**SPOTLIGHT STAGE**

Hang out with the cast of Smosh as they grace the VidCon stage with their infectious energy! Watch as they bring some of your favorite shows to life and answer your most burning questions!

**Dive into the Stream**  
**TRENDING STAGE**

*Eret, Tubbo, Cash, JackManifold, Nico, MeganPlays*

In 2024, there's no shortage of platform options for hosting your livestream. In fact, you can even run a stream on multiple platforms at the same time! Hear from your favorite streamers as they break down their favorite platforms, their setups, how they got started, and the unique advantages of this format over recorded and edited content.

**Moderated by: Matthew Harris**



10:00 AM – 11:00 AM

**Living Legacies**  
**DISCOVER STAGE**



*John Green, Zach Kornfeld, Stephanie Patrick, MatPat, Mr. Kate, Mari Takahashi*

These veterans of the digital space have built thriving careers that have withstood the test of time. What's their secret to longevity? Hear these OG creators reminisce on how they've adapted to the many shifts in the digital media landscape throughout the years while maintaining strong viewership and staying true to their brand.

**Moderated by: Joey Zehr**

**Live Podcast: The Karat Podcast**  
**ROOM 213**

*Anthpo*

Ever wondered what your favorite creators are like behind the scenes? Karat Financial co-founder Eric Wei talks with today's biggest creators to get to know the humans behind the content. Tune in during this live recording to go deep, with topics covering hopes, dreams, philosophy, and insecurities.

**Hosted by: Eric Wei**

10:30 AM – 11:30 AM

**From Pixels to Progress: Social Media & Accessibility Advocacy**  
**AMPLIFY STAGE**



*The Valentine Brothers, Briel Adams-Wheatley, Lizzy O., Raven Sutton, Chrissy Marshall*

Whether it's misusing accessible parking spaces, denying entry to those with service animals, or failing to recognize the existence of invisible conditions, the lack of public awareness surrounding accessibility is painfully evident. In this session, explore the pivotal role of social media in facilitating accessibility education at a broader scale than ever before. Hear from creators about how they are using their platforms to cultivate empathy and understanding while sparking important conversations.

**Moderated by: Abby Ladwig**



# COMMUNITY TRACK SCHEDULE



## FRIDAY, JUNE 28

11:10 AM – 11:50 AM

**Like Nastya Live**  
**FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED**

**Like Nastya**  
 Welcome to Nastya's universe! Every day, millions of kids and families tune in to watch Nastya and her parents play, learn, sing, explore, and share their life experiences. This is your chance to hear from Nastya live at VidCon as she answers your questions and discusses what it's like being a 10 year old with an audience size of 350M.

11:30 AM – 12:30 PM

**Crown the Creators: Combination Illustrations**  
**SPOTLIGHT STAGE**

**Alan Becker, BrodyAnimates, Haminations, Ice Cream Sandwich, illymation, Audity**

Can these animators guess what their teammates are drawing? What would it look like if Pikachu was Shrek? See for yourself during this hilarious game where creators will compete to bring the most ridiculous cartoon mashups to life!

**Hosted by: The Odd 1s Out**



**D'Amelio Family Hour**  
**TRENDING STAGE**

**Charli D'Amelio, Dixie D'Amelio, Heidi D'Amelio, Marc D'Amelio**

How do the D'Amelios stay connected as a family with so many eyes on them? How do they find work-life balance as both coworkers and kin? Get the answers to these questions and more as the D'Amelios recount their journey to stardom over the past few years!

**Moderated by: Gadi Schwartz**

11:30 AM – 12:30 PM

**For the Culture, Through the Content**  
**DISCOVER STAGE**

**Michelle Chubb, Che Jim, Monica Mamudo, Steven He, Raven Sutton, Lauren Ashley Beck**

Explore the intersection of cultural expression and creativity with these exceptional creators! Learn how they skillfully weave elements of their heritage into engaging content, offering a unique perspective on both educating and inspiring audiences.

**Moderated by: Kinigra Deon**

**Live Podcast: Smosh Mouth**  
**ROOM 213**  
**SMOSH**

Join Shayne Topp (short), Amanda Lehan-Canto (tall), and Ian Hecox for this exclusive live episode as they discuss what's on their minds, what they've found on the internet, and other dumb ideas they're cooking up.

12:00 PM – 1:00 PM

**Parasocial Activity**  
**AMPLIFY STAGE**

**Dadlifejason, Eret, Valeriya Eros, Autumn Monique, Carter Kench**

Successful creators understand the importance of close-knit communities, often achieved through personal connections.

Yet, finding the right balance between engagement and boundaries poses a unique challenge. Tune in as creators discuss these dynamics and the impact of parasocial relationships on mental well-being.

**Moderated by: Kati Morton**

12:20 PM – 1:00 PM

**Lewberger LIVE!**  
**FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED**

**Lewberger**

Their viral songs have been heard by millions online and on TV and they've been described as the illegitimate love child of Lonely Island and Flight of the Conchords. Now they're bringing their tunes straight to you! Join musical comedy sensation Lewberger for this midday concert!

1:00 PM – 2:00 PM

**Chew on This: The Mukbang Movement on YouTube**  
**SPOTLIGHT STAGE**

**MatPat**

Come dine with MatPat and a lively group of food lovers as they dive into the delicious world of mukbang for a live recording of the official YouTube Trends Podcast: Like and Describe! Together, these creators explore why this global phenomenon continues to captivate audiences and how it has evolved on YouTube.

1:00 PM – 2:00 PM

**From Margins to Mainstream: Black Voices Shaping the Digital Realm**  
**DISCOVER STAGE**

**DangMattSmith, LonniellIV, MissDarcei, Drea Okeke ( Drea KnowsBest )**

Delve into the digital landscape through the eyes of Black creators who are making waves in the sea of content creation. Discover the ways in which the industry has evolved into a more equitable space for Black creators — and what areas are still in need of change. Hear about the key moments of impactful representation that fueled their creative journeys and what they hope the next generation of Black creators can learn from their experience.

**Moderated by: Earnest Pettie**

1:30 PM – 2:10 PM

**Crown the Creators: Girl Math**  
**FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED**

**Ash, Nihachu, Loren Gray, Liv Swearingen, Pierson Wodzynski**

Not buying something while it's on sale is basically flushing cash down the drain, right?!





That's the vibe of this challenge, where each team will take items of equal value and employ some creative Girl Math to prove each item is practically free. Whether it's adding more items to your order to avoid shipping fees or buying concert tickets so far in advance that it feels like you didn't buy them at all, it's all about whose Girl Math rationale is the most convincing!

**Hosted by: Alicia McCarvell**

**2:00 PM – 3:00 PM**

**Likes, Shares, Action! Empowering Change Through Digital Activism**  
**TRENDING STAGE**

**Fernanda Cortes, Nimay Ndolo, Chrissy Marshall**

With more people than ever turning to social media to engage with issues that are close to their heart, creators have been given an invaluable opportunity to raise awareness, prompt important discussions, and build communities that are passionate about driving positive change. Explore the impact of social activism with these creators who are leveraging their platforms to educate and inspire action around the causes they care about most!

**Moderated by: Kay Lopez**

**Live Podcast: Close Friends Only**  
**ROOM 213**

**Storm Reid**

Ever wondered how a couple of your favorite creators became besties? Did they run into each other IRL or slide in each other's DMs? Find out during this live viewing of Instagram podcast "Close Friends Only" - dedicated to spotlighting moments of connection between close friends. You'll also hear about the latest trends, creative inspo and viral conversations happening on Instagram.

**Hosted by: Reece Feldman**

**2:30 PM – 3:30 PM**

**Stay Lit, Not Overwhelmed: Thriving Digitally with Autism & ADHD**  
**AMPLIFY STAGE**

**Boze, Matt Raekelboom, Reberrabon\_bon**

Ever feel like the algorithm is gaslighting you? Join a cohort of experienced and diverse friends as we dive into the wild world of the internet through an Autistic/ADHD lens. Learn how to unleash your inner beast mode as we explore the following:



**Sensory Superpowers:**  
Harnessing tech to manage overwhelm and boost focus

**Social Media Survival Guide:** Avoiding meltdowns, navigating trolls, and building a supportive online community

**Content Creation Confidence:** Embracing your unique perspective and thriving in the algorithm jungle

**Mental Health Hacks:** Prioritizing self-care and building resilience in the digital age

Whether you're a seasoned creator or just dipping your toes online, this talk is for you! Leave with actionable tips, relatable stories, and a toolkit to rock the online world on your own terms.

**Moderated by: The Aspie World**

**3:30 PM – 4:30 PM**

**The Try Guys: The Next Big Try**  
**SPOTLIGHT STAGE**

**Keith Habersberger, Zach Kornfeld**

Join Try Guys Zach Kornfeld and Keith Habersberger, alongside their friend Hank Green, in a lively discussion detailing their recently launched company 2nd try, the expanded Try Guys cast, and what it means to be a "Try Guy" in 2024.

**Moderated by: Hank Green**

**3:30 PM – 4:30 PM**

**Beyond the Binary**  
**TRENDING STAGE**

**V Spehar (@underthedesknews), FunkyFrogBait, Mercury Stardust, Naomi Hearts, Spencewuah**

Engage in this conversation as creators share how transcending the gender binary has catalyzed their journey to self-discovery. They'll reflect on why this topic deserves its own standalone discussion outside of more general LGBTQ conversations, and how their unique gender expressions resonate with audiences — inspiring them to embrace authenticity and find courage in their identities.

**Moderated by: Grace Stanley**

**Minecraft Masterminds: Celebrating 15 Years of Minecraft on YouTube**  
**DISCOVER STAGE**

**Aphmau, Tommyinnit**

You're invited to the ultimate Minecraft celebration as we commemorate 15 incredible years of Minecraft on YouTube! We'll be joined by Aphmau, TommyInnit, and creators from YouTube's Minecraft community who will go head to head in this interactive session. We'll embark on a journey through Minecraft's history, with a jam-packed competition with opportunities for audience participation and exciting giveaways. Whether you're a longtime fan or newcomer, get ready to put your knowledge to the test, rediscover the magic of your favorite Minecraft moments, and see which of your favorite Minecraft creators come out on top!

**Moderated by: Alex Gomez**

**Live Podcast: Jumpers Jump**  
**ROOM 213**

**Wootak Kim**

Jump in with Carlos Juico and Gavin Ruta as they discuss topics on pop culture, streetwear, personal adventures, and life as young entrepreneurs finding success through their passions. Jumpers Jump, so take that leap! Welcome to the Jumpers Jump Podcast, live at VidCon!

**Hosted by: Jumpers Jump**

**4:00 PM – 5:00 PM**

**Bringing Jet Lag to Life**  
**AMPLIFY STAGE**

**Jet Lag: The Game**

With the world as its game board, Jet Lag has given us all the travel bug! Join the minds behind this sensational series as they discuss how their idea was brought to life, the show's massive success, and how it led to exciting collaborations with other creators — like Michelle Khare!

**Moderated by: Michelle Khare**



# COMMUNITY TRACK SCHEDULE

## FRIDAY, JUNE 28

5:00 PM – 6:00 PM

### Gamers Galore SPOTLIGHT STAGE



*Wallibear, Ethobot, KreekCraft, Hew Moran, Sapnap*

Celebrate the power of play with us during this panel led by superstar gamers! Get the scoop as they discuss their favorite games, how they built their thriving communities and careers, and their predictions on the future of streaming.

**Moderated by: Ali Booth**

### She Plays, She Slays: Women Leveling Up the Gaming Universe

#### DISCOVER STAGE

*Hannahxxrose, Lana Rae, Leah Ashe, Sylvee, Mari Takahashi, Nihachu*

The future of gaming is female, with more women than ever before growing successful careers in the space. These trailblazers are rewriting the rules, breaking down barriers, and inspiring a new generation of gaming enthusiasts. From speedruns to story-driven adventures, they'll share their journeys, tell tales of their epic wins, and discuss the past and present landscape of the gaming and streaming worlds.

**Moderated by: Sydney Jenner**

### Live Podcast: Late Night Drive with Ellie & Michaela

#### ROOM 213

*Ellie Schnitt, Michaela Okland*

Tune your radio up to Bestie FM. Ellie Schnitt and Michaela Okland are pulling up as your drivers, snack providers, and must-see landmark coordinators on this Late Night Drive to everywhere. The bi-coastal besties are breaking down popular culture, the newest and oldest psychological studies, the funniest facts throughout history, and everything in between! With sensitivity and

humor, Michaela and Ellie are tucking you into the passenger seat and chatting to navigate you through the best and the worst of adult life.

7:00 PM – 9:00 PM

### Festival Dance Party: NerdNite FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED

#### CG5, Loving Caliber

Calling all cosplayers and Disneybounders alike! Get those fits ready to dance the night away and celebrate your favorite characters!

**Hosted by: JUJU GREEN AKA STRAW HAT GOOFY**

### VidCon After Dark: Toonuki Lab Live AMPLIFY STAGE

*Haminations, Rebecca Parham (Let Me Explain Studios), CircletoonsHD, Cel Shock, NinjaNinjaOwO, GetMadz*

Toonuki Lab (previously Cartoon Punch) is a hyper-energized and interactive game show focused on art and creativity! Contestants and audience members will compete in a series of drawing games ranging in various degrees of insanity and weirdness for prizes and the chance to call themselves the Toonuki Lab Champ! The best part? YOU will get to determine who the winners and losers are in this all out drawing battle. So come cheer on your favorite YouTube animators in Toonuki Lab!

**This show is recommended for an 18+ audience.**

**Hosted by: Tricky Kappa**

## SATURDAY, JUNE 29

10:00 AM – 10:40 PM

### Crown the Creators: Guess Who Anime Edition

#### FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED

*CHEFPK, Steven He, Danny Motta, NC Hammer 23, Stanzi, Chris Barnett*

Quick question, is geek culture the powerhouse of pop culture? We think we have the answer at VidCon's wildest game show. Join top YouTube creators like NCHammer 23, Danny Motta, Chris Barnett, Steven He, and others for this anime-fueled take on Guess Who. Find out how nerd culture has emerged



from the shadows due to YouTubers drawing inspiration from their favorite stories. Don't miss this fusion of fun and inspiration — perfect for fans old and new!

**Hosted by: Mic Kovary and Janel Jimenez**

10:00 AM – 11:00 AM

### Live Podcast: Dear Hank & John SPOTLIGHT STAGE

*John Green, Hank Green*

Join VidCon founders Hank and John Green to hear their humorous and heartfelt advice about life's big and small questions. This is your chance to get an exclusive, behind-the-scenes look during this special live recording of their podcast!

### Living Out Loud: Inside the World of Lifestyle Content

#### TRENDING STAGE

*Janette Ok, Arianna Hailey, meicrosoft, Sofia Bella, Kelly Kay*

These creators are documenting their lives, whether it's through videos about their personal styles throughout the years or even through daily vlogs showing their audience what they've been up to lately! Join this conversation about how lifestyle creators keep their content fresh, just by being themselves!

**Moderated by: Amanda Perelli**

10:00 AM – 11:00 AM

### Let's Get Animated DISCOVER STAGE



*Alan Becker, BrodyAnimates, illymation, Infamous Swoosh, The Odd 1s Out*

Have you ever wanted to jump into the mind of your favorite animator? Well today's your lucky day! Come join these powerhouse animators as they talk through their creative process, how they collaborate with other creators, and the impactful role their fans play in determining the content they make!

**Moderated by: Rebecca Parham (Let Me Explain Studios)**



10:30 AM – 11:30 AM

**¡Mi gente! Celebrating Latinx Creators**  
**AMPLIFY STAGE**

**Calle y Poché, Mia Dío, juixxe, Monica Mamudo, Fernanda Cortes, Horchata Soto**  
From music to philanthropy, comedic skits, and history lessons, these creators are integrating elements of their heritage into content that spans a wide variety of interests and themes. Learn how they've leaned into their roots to add cultural flair into their content, celebrating diversity and identity while captivating audiences around the globe.

**Moderated by: Jesus Nalgas**

11:10 AM – 11:50 AM

**Crown the Creators: Brick by Brick**  
**FESTIVAL STAGE SPONSORED BY**  
**DISNEY'S DESCENDANTS:**  
**THE RISE OF RED**

**Aquarium Info, TD BRICKS, Evan and Katelyn, IDIDATHING**  
Prepare for a LEGO showdown like no other as creator teams partner up with a LEGO guru for an exhilarating game! Witness their creativity in action as they race against the clock to construct LEGO masterpieces for each given prompt. But here's the twist — once built, they can't disassemble their creations! Do they have what it takes to make it through the entire challenge with enough bricks to spare?

**Hosted by: Serena Neel**

11:30 AM – 12:30 PM

**Crown the Creators:**  
**Show Me the Survey!**  
**SPOTLIGHT STAGE**

**Spencewuah, BENOFTHEWEEK, Hew Moran, MeganPlays, Hudson Matter, Leah Ashe**  
Survey says... you're in for an hour of competitive fun during this game show classic! Come see your favorite creators feud it out as they try to guess the most popular answers from poll results collected from VidCon attendees throughout the weekend!

**Hosted by: Leo González**

**Anime-tion Nation**  
**TRENDING STAGE**

**JUJU GREEN AKA STRAW HAT GOOFY, CHEFPK, Noor Dabash, Sapnap**  
Calling all anime fans — this is your chance to hear your favorite anime aficionados nerd out! Get the scoop on their favorite series and characters, hear their thoughts on recent live-action remakes, and share in their excitement over the future direction of the genre!

**Moderated by: Jinhong "Xell" Kim**

**The Commentary Chronicles**  
**DISCOVER STAGE**

**Jarvis Johnson, Chad Chad, Eddy Burbach, FunkyFrogBait, Boze, D'Angelo Wallace**  
From internet drama, to wacky house listings, to questionable products advertised online, these commentary creators have covered it all! In this session, they'll delve into the evolution of the commentary space over time, how they choose topics that keep their audience engaged despite the space becoming more saturated, and the most interesting videos they've made throughout the past year.

**Moderated by: Hassan Khadair**

**Live Podcast: Ned's Declassified**  
**Podcast Survival Guide**  
**ROOM 213**

**Daniel Curtis Lee, Devon Werkheiser, Lindsey Shaw**  
Welcome to the Ned's Declassified Podcast Survival Guide! Join Ned (Devon Werkheiser), Moze (Lindsey Shaw), and Cookie (Daniel Curtis Lee) to dive back into the classic Nickelodeon show as they relive their hilarious adventures on the series and share their own ups and downs from middle school to adulthood. Whether you're a nostalgic fan or discovering the show for the first time, join us for a wild ride through the halls of James K. Polk Middle School.

12:00 PM – 1:00 PM

**Live, Laugh, Learn:**  
**Educating the Internet**  
**AMPLIFY STAGE**

**Astro Alexandra, Hank Green, Allen Pan, Lindsay Nikole, Nutrition by Kylie**

These panelists all have one thing in common — they've all made us a little smarter! From fun animal facts, to unraveling the mysteries of space, to insights on nutrition, these creators have leveraged their content to educate audiences in innovative and enjoyable ways. Listen in as they discuss their journey to make learning fun and accessible, the power of edutainment, and how their insatiable curiosity fuels their perpetual roles as lifelong learners.

**Moderated by: Sam Denby - Jet Lag: The Game**

1:00 PM – 2:00 PM

**KREW Live IRL**  
**SPOTLIGHT STAGE**  
**KREW**

Join ultra-popular gaming sensation KREW for an hour of laughter and excitement IRL. From challenges to games (and maybe even magic...?), this is an experience you won't want to miss!

1:30 PM – 2:10 PM

**Crown the Creators: Girl Dinner**  
**FESTIVAL STAGE SPONSORED BY**  
**DISNEY'S DESCENDANTS:**  
**THE RISE OF RED**

**CHEFPK, Mythical Kitchen, The Sweet Impact**  
Have you ever wondered if you can make dino nuggets fancy? Are you a pro at assembling charcuterie-adjacent meals for one? Then don't miss this fun and silly cooking game, where teams will compete to show us their best Girl Dinner. Whose culinary creation will take the cake in our Crown the Creators Tournament?!

**Hosted by: Kalen Allen**

1:30 PM - 2:30 PM

**Queer in Review: Revisiting This Year's**  
**Pop Culture Moments**  
**AMPLIFY STAGE**

**Daniela Calle, Poché, Bryce Xavier, Sarah Schauer, Spencewuah, Nikki Garza**  
Padam? Padam! From being "One of Your Girls" to rating queens for immunity on Drag Race, join the cast of this colorful panel for a hilarious deep dive into some standout LGBTQIA+ moments in pop culture over the past year!

**Moderated by: Tomás Mier**

2:00 PM – 3:00 PM

**Live Podcast: Get Rec'd with**  
**STRAW HAT GOOFY**  
**ROOM 213**

**JUJU GREEN AKA STRAW HAT GOOFY**  
Join "Your Movie Guy" JUJU GREEN, AKA STRAW HAT GOOFY, as he recommends and breaks down the movies and TV we love, from our favorite classics to the hottest new releases. Tune in as JUJU talks about celebrities and film fans, highlighting the movies they've made and the moves that made them.

**Q&A with Jake, Johnnie, & Tara**  
**TRENDING STAGE**

**Johnnie Guilbert, Jake Webber, Tara Yummy**  
Spend time with your favorite three best friends — Jake, Johnnie, and Tara! This is your chance to get to know them better, so get your questions ready and stop by for this fun hour-long Q&A!



# COMMUNITY TRACK SCHEDULE

**SATURDAY, JUNE 29**

2:00 PM – 3:00 PM

**The Young & the Restless**  
DISCOVER STAGE

*Kira Kosarin, Merrick Hanna, Nicole Laeno, Lindsey Shaw, Devon Werkheiser, Daniel Curtis Lee, Like Nastya*

Have you ever wondered how young creators have time to do it all? All of the creators on this panel are either in the thick of it or have grown up working. Now, they're coming together to talk about how work-life balance plays a crucial role in being a kid and building a career at the same time.

*Moderated by: Ali Booth*

3:30 PM – 4:30 PM

**Perfecting the Craft of Comedy**  
SPOTLIGHT STAGE

*Daniel Thrasher, Brandon Rogers, Jesus Nalgas, Vibin' Wit Tay*

Prepare for a riotous rendezvous with some of the internet's wittiest minds as they discuss the craft of comedy! Reminisce on the viral moments that skyrocketed them to fame, and hear the secrets behind how they infuse their signature humor into their content while simultaneously keeping it fresh and exciting. This session is sure to tickle your funny bone!

*Moderated by: Nick Reid*

**En Vogue**  
TRENDING STAGE

*Molly Burke, Bryce Xavier, Rosy McMichael, KikizCosmeticz, Mia Maples*

It's called fashion sweetie, look it up! Tune in as this glamorous panel of trendsetters dish out their personal style obsessions and share their thoughts on the most talked-about trends of the past year.

*Moderated by: Nimay Ndolo*

**Shining through the Shade**  
DISCOVER STAGE

*Alicia Mccarvell, MamaTot, Michaela Okland, Audity*

Explore the resilience of content creators in the face of cyberbullying in this impactful discussion. Hear firsthand accounts from creators who have confronted online negativity and discover the strategies they employ to maintain their mental health while continuing to produce the content you know and love.

*Moderated by: Kevin James Booker*

**Live Podcast: Drama Mama**  
ROOM 213  
BENOFTHEWEEK

What do we need most in life? Water, you might say? Food, you may incorrectly guess? LOVE?

No. It's Drama. Welcome to this live recording of the Drama Mama Podcast hosted by BENOFTHEWEEK! Tune in to get all the tea as BENOFTHEWEEK picks apart the latest, juiciest drama and offers qualified opinions on every matter.



4:00 PM – 5:00 PM

**Self Care: Not Just Face Masks & Hot Baths**  
AMPLIFY STAGE

*Boze, Kelly Kay, Sarah Schauer*

Self care isn't always a face mask and a lazy day. Sometimes self care isn't so glamorous. Taking meaningful steps toward long-term wellness can be hard work and even a little ugly at times. Tune in as creators discuss what self care means to them, why they see it as a priority rather than a luxury, and how they use self care practices to navigate their busy lives.

*Moderated by: Kati Morton*

5:00 PM – 6:00 PM

**Family Matters**  
TRENDING STAGE

*The Valentine Brothers, kiranandnivi, Peet Montzingo*

Does your family have major star power? Thinking about launching a channel together? Join these experienced creators for a behind-the-scenes look at what it's like to build a digital legacy with the ones you love most. From the important balance between work and home life, to the fun, creativity, and sometimes chaos that makes up the kin and coworker dynamic, this is your crash course on family-focused content!

*Moderated by: Dadlifejason*



**Curly Gang Meetup feat. VMT & Elliot**  
DISCOVER STAGE

*jmancurly, elliot, VMT*

This is the Curly Gang's biggest meetup yet — so come prepared for an hour of Q&A, casual chats, and fun! This is your chance to see jmancurly in person... and maybe even Gonzales!

**Live Podcast: A Hot Dog Is a Sandwich**  
ROOM 213

*Trevor Evarts*

Welcome to A Hot Dog Is a Sandwich — live! Listen in as Mythical Chefs Josh Scherer and Nicole Enayati discuss, debate, and dissect the web's most hilariously controversial culinary quandaries.

*Hosted by: Mythical Kitchen*

5:45 PM – 6:30 PM

**Crown the Creators: The Coronation!**  
SPOTLIGHT STAGE

*Blue Comets, Lavender Legendsr*

After a weekend full of exciting face-offs, which team has come out on top?! Come find out at the first ever Crown the Creators Coronation Ceremony (where there might even be a few last-minute points awarded)!

*Hosted by: Carter Kench*

7:00 PM – 9:00 PM

**Festival Dance Party: Pride Club Renaissance**  
FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED

*Topher*

We're celebrating Pride Month by dancing the night away to pop's greatest anthems and paying tribute to none other than Queen Bey! Grab those disco cowboy hats and fans, and come ready to serve some charisma, uniqueness, nerve, and talent!

*Hosted by: Naomi Hearts and Nikki Garza*

7:00 PM – 9:00 PM

**VidCon After Dark: Comedy After Dark**  
AMPLIFY STAGE

*Ash, Ellie Schnitt, FunkyFrogBait, Boze, Hassan Khadair, soupytime, Pinky Patel, Kelon Campbell, Kendahl Landreth, Mikey Angelo aka "Mr. Grande", Nimay Ndolo, Nurse John*

Get ready to laugh until it hurts!

Hosted by TikTok sensation and comedian Hassan Khadair, we're bringing your favorite funny creators together for an evening of entertainment, from quirky musical acts to side-splitting stand-up, witty commentary, and more!

*This show is recommended for an 18+ audience.*

*Hosted by: Hassan Khadair*

9:00 PM – 11:00 PM

**TWIX® Techno Prom**  
SPOTLIGHT STAGE

*The Merrell Twins*

End VidCon at TWIX® Techno Prom where the beats from tomorrow collide with the echoes of yesteryear. Grab your digi-buddy and let your creativity go supernova — it's time to party in a parallel dimension.



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Blackmagicdesign



# Introducing the next generation full frame digital cinema camera!

The new Blackmagic Cinema Camera 6K is an extremely high end digital film camera that produces precise skin tones and rich organic colors. It features a massive full frame 24 x 36mm 6K sensor with wide dynamic range and built in optical low pass filter for better detail handling. You also get a very flexible L-Mount for both new and vintage lenses!

## Get the "Hollywood Look" with Digital Film!

Blackmagic Cinema Camera 6K has the professional features you need for high end feature films, television programming and documentaries. Now this same quality can be used for the production of cinematic content for social media platforms! Imagine shooting with a large format digital film camera on independent films and TV commercials. Or even weddings, training films and corporate video!

## Full Frame Flexibility

The large full frame sensor lets you work in a variety of film formats and aspect ratios without sacrificing quality! The full area of the sensor gives you a unique open gate 3:2 image which also lets you reframe your shots in post production. Or work in true 6:5 anamorphic without cropping, making widescreen cinematic images more detailed and in higher resolution than before!

## Extremely Lightweight Portable Design

The elegant design packs an incredible number of high end digital film features into a miniaturized, handheld design. Made from lightweight carbon fiber polycarbonate composite, the camera has a multifunction handgrip with all controls for recording, ISO, WB and shutter angle right at your fingertips. Plus the large 5" LCD makes it possible to get perfect focus.

## Record to CFexpress Cards or External Disks!

The camera features a built in CFexpress card recorder, and a USB-C expansion port for recording direct to SSDs. CFexpress media are more durable and faster than older media so are perfect for recording full resolution, 12-bit Blackmagic RAW files. The camera records both Blackmagic RAW and H.264 proxies at the same time, perfect for cloud and mobile work!

**Blackmagic  
Cinema Camera 6K  
Only \$2,595**



➔ Learn more at [www.blackmagicdesign.com](http://www.blackmagicdesign.com)

Camera shown with optional accessories and lens.



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# INFLUENCER MARKETING



# MEET & GREET HALL

Most meet & greets were assigned ahead of time through Meet & Greet Matchmaking, which took place in May. Only those who received meet & greets via matchmaking are guaranteed access to the sessions in the Meet & Greet Hall, but there are also plenty of standby meet & greets to choose from!

If you didn't enter matchmaking (or you just want to meet more creators)...

1. Scan the QR code below to view the Standby Meet & Greet Schedule and see which creators are available to meet.
2. One hour before your desired meet & greet session begins, enter the Meet & Greet Hall through Lobby D, head to the Meet & Greet Standby Desk, and let our staff know which session you would like to attend. The standby line will close 30 minutes after the session start time, so don't miss out!
3. Each session has a designated capacity. If the session you want to attend is not full, you will be sent to the queue for that meet & greet.
4. 30 minutes after the meet & greet session begins, Meet & Greet Hall staff will direct you to the area where your meet & greet will take place.

Standby meet & greets are filled on a first-come, first-served basis, so once a session is full, no additional attendees will be permitted to enter. Standby meet & greets are open to all VidCon attendees, including Community Track Single-day ticket holders.





## IF YOU ENTERED MATCHMAKING...

**1** Sign into the matchmaking platform at [an.vidconmatchmaking.com/2024](https://an.vidconmatchmaking.com/2024) to double-check your meet & greet schedule and see which queues your meet & greets are in. (Pro tip: Click the Print button to download your schedule or take a screenshot so you can access it easily.)

**2** Head to Hall D and get into the correct queue as indicated on your meet & greet schedule. **You can line up in Hall D for each session ONE HOUR BEFORE the scheduled start time through 30 MINUTES AFTER the scheduled start time.** Be sure to plan ahead and arrive early for your session so you don't miss out!

**3** Scan your RFID wristband to get access to your session. **Damaged or defaced wristbands will not be honored; they must be replaced for a \$20 fee at the Registration Help Desk.**

Some creators are doing several sessions during VidCon, but you will only be allowed to attend the session indicated on your matchmaking schedule. You will not be able to switch your meet & greet time, trade meet & greets with a friend, give your meet & greets to your child, or get into a session that is full — **all matchmaking results are final.**



## MEET & GREET LINEUP TIMES

### 10:00 AM Sessions

*Line up 9:00 AM to 10:30 AM*

### 12:30 PM Sessions

*Line up 11:30 AM to 1:00 PM*

### 3:00 PM Sessions

*Line up 2:00 PM to 3:30 PM*

### 5:30 PM Sessions

*Line up 4:30 PM to 6:00 PM*

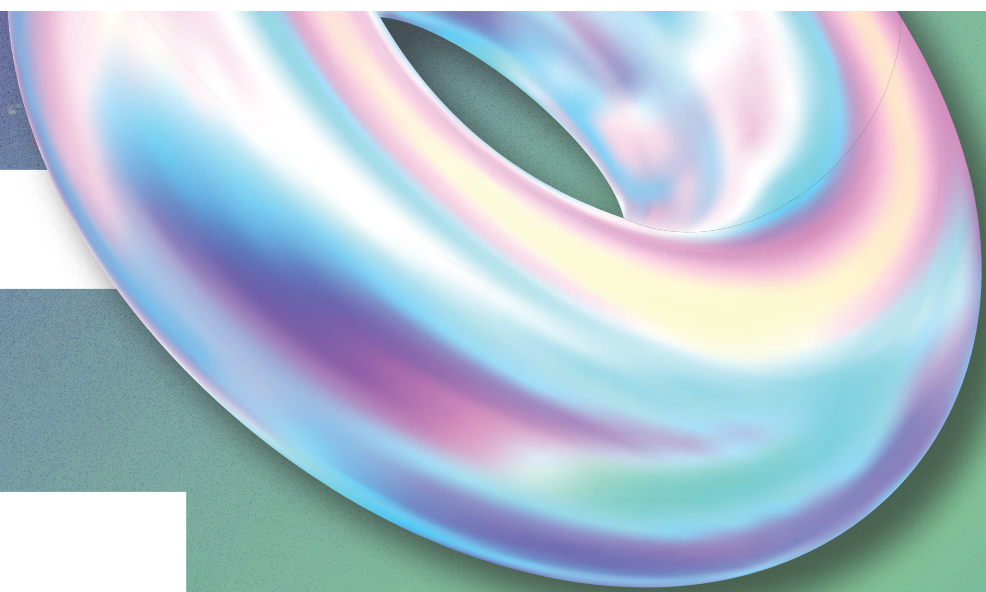


## MEET & GREET SAFETY & SECURITY

Your bags are permitted in the Meet & Greet Hall but will be subject to search. Alcohol, drugs, weapons, and items that can be mistaken as weapons are expressly prohibited, as per our Code of Conduct. If you bring a gift for a Featured Creator, please leave it unwrapped and visible, and please do not bring gifts of food unless they're factory sealed. Use your best judgment regarding what kinds of things you bring to give to a Featured Creator — most of them travel to get to VidCon and large gifts may be tricky for them to take home.

Please note that Featured Creators have been given the ability to dictate any meet & greet protocols that they would like in order to ensure their comfort. Please be sure to listen to directions from staff and security in the Meet & Greet Hall, and please make note of any signage. Whether gifts will be accepted is up to the discretion of each individual creator.

**AFTER A LONG DAY OF VIDCON,  
WHAT MORE COULD YOU POSSIBLY WANT  
THAN EVEN MORE VIDCON?**



## SPOTLIGHT STAGE

### Night of Awesome

Thursday, June 27

7:00 PM – 9:00 PM

Lewberger, KREW, SeanDoesMagic, CG5, Alan Chikin Chow, kiranandnivi, Steven Ho, Valentine Brothers, and more!

All the things you love about VidCon, all in one night! Witness the weird, the wonderful, and the just plain outrageous in this night full of laughs, music, and big reveals with your favorite creators. Join us Thursday evening for an epic welcome to VidCon Anaheim 2024!

Hosted by: Kalen Allen

### TWIX® Techno Prom

Saturday, June 29

9:00 PM – 11:00 PM

End VidCon at TWIX® Techno Prom where the beats from tomorrow collide with the echoes of yesteryear. Grab your digi-buddy and let your creativity go supernova — it's time to party in a parallel dimension.

Hosted by: The Merrell Twins

## VIDCON AFTER DARK AT THE AMPLIFY STAGE

These shows are recommended for an 18+ audience.

### Toonuki Lab Live

Friday, June 28

7:00 PM – 9:00 PM

CircletoonsHD, Haminations, and Rebecca Parham (Let Me Explain Studios)

Toonuki Lab (previously Cartoon Punch) is a hyper-energized and interactive game show focused on art and creativity! Contestants and audience members will compete in a series of drawing games ranging in various degrees of insanity and weirdness for prizes and the chance to call themselves the Toonuki Lab Champ! The best part? YOU will get to determine who the winners and losers are in this all out drawing battle. So come cheer on your favorite YouTube animators in Toonuki Lab!

### Comedy After Dark

Saturday, June 29

7:00 PM – 9:00 PM

Pinky Patel, Boze, FunkyFrogBait, Ellie Schnitt, Mikey Angelo aka "Mr. Grande", Kelon Campbell, Nimay Ndolo, Ash, soupytime, Kendahl Landreth, Nurse John

Get ready to laugh until it hurts! Hosted by TikTok sensation and comedian Hassan Khadair, we're bringing your favorite funny creators together for an evening of entertainment, from quirky musical acts to side-splitting stand-up, witty commentary, and more!

Hosted by: Hassan Khadair

## DANCE PARTIES AT THE FESTIVAL STAGE SPONSORED BY DISNEY'S DESCENDANTS: THE RISE OF RED

### The Eras

Wednesday, June 26

7:00 PM – 9:00 PM

Sophie Pecora, RC AVENUE

Get those friendship bracelets ready, hop in the getaway car, and enjoy the starlight with your fellow Swifties! Come dressed as your favorite era, whether it's one of your own, one of Taylor's, or one of the eras of digital video!

Hosted by: Hannahxxrose

### Going Viral

Thursday, June 27

7:00 PM – 9:00 PM

Vibin' Wit Tay

Grab those dancing shoes, we're rocking out to the past year's most viral hits at this dance party! Come dressed to impress as your favorite social trend, and get ready to shake and shimmy all night!

Hosted by: PENG PENG LEE

### NerdNite

Friday, June 28

7:00 PM – 9:00 PM

CG5, Loving Caliber

Calling all cosplayers and Disneybounders alike! Get those fits ready to dance the night away and celebrate your favorite characters!

Hosted by: JUJU GREEN

AKA STRAW HAT GOOFY

### Pride Club Renaissance

Saturday, June 29

7:00 PM – 9:00 PM

Featuring a special appearance by Topher

We're celebrating Pride Month by dancing the night away to pop's greatest anthems and paying tribute to none other than Queen Bey! Grab those disco cowboy hats and fans, and come ready to serve some charisma, uniqueness, nerve, and talent!

Hosted by: Naomi Hearts and Nikki Garza



**Lemon8**

Join Lemon8's Creator Track session on Friday, 6/28 at 3pm (Room 207AB).

Learn how to leverage the momentum of a new platform to achieve success across content creation, engagement, and partnerships.



Download Lemon8 today!



**Artist**

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VISIT

# DEAD MEAT



# BOOTH 202

# WHAT MONSTER ARE YOU?

Quiz + Collectible Card

[/@deadmeat](#) [/@deadmeat,james](#)

# HELPING CREATORS CREATE

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# DFTBA

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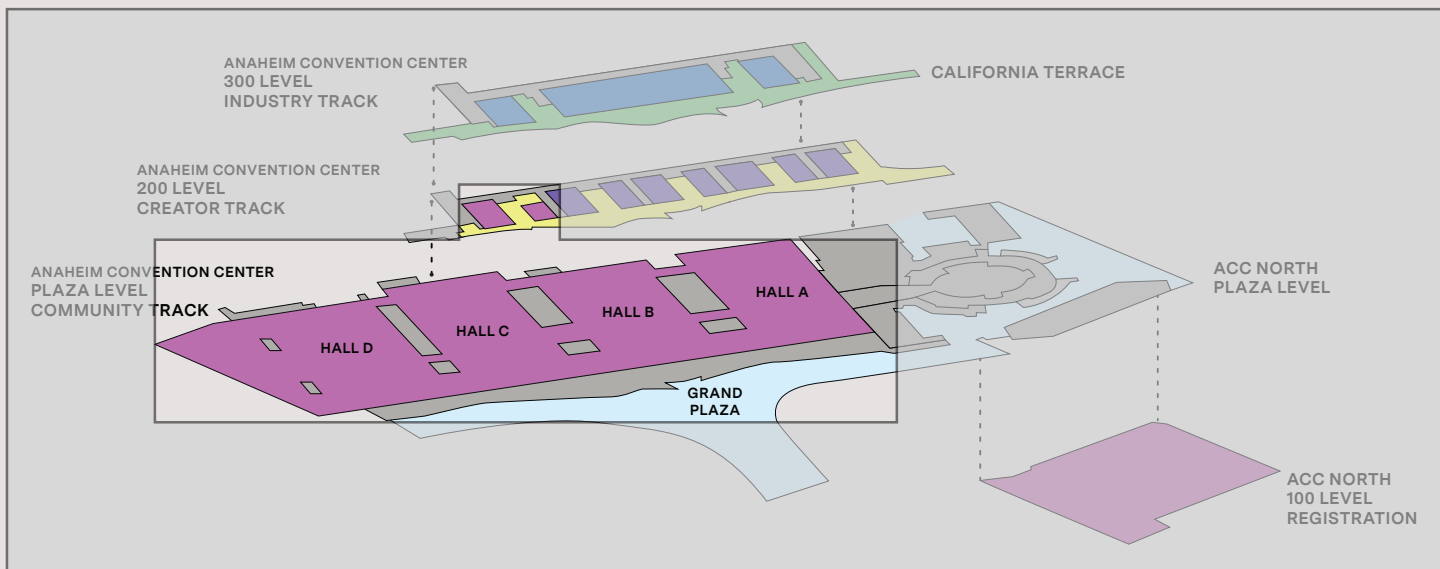
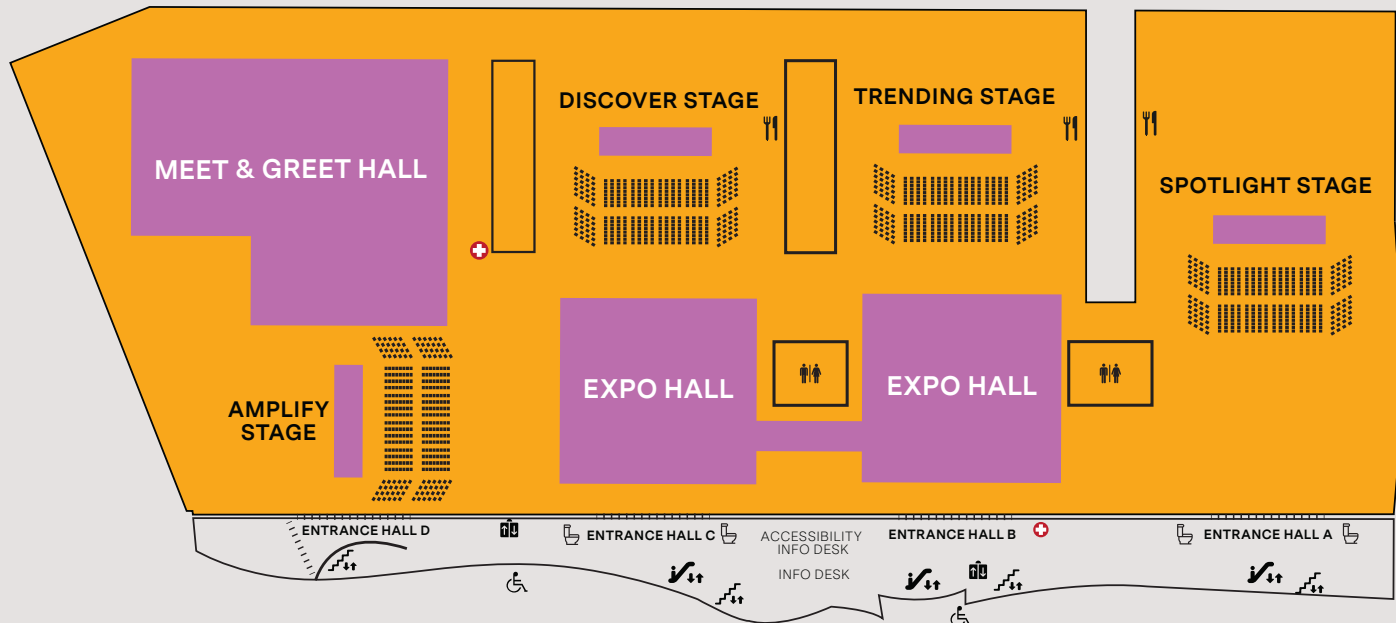
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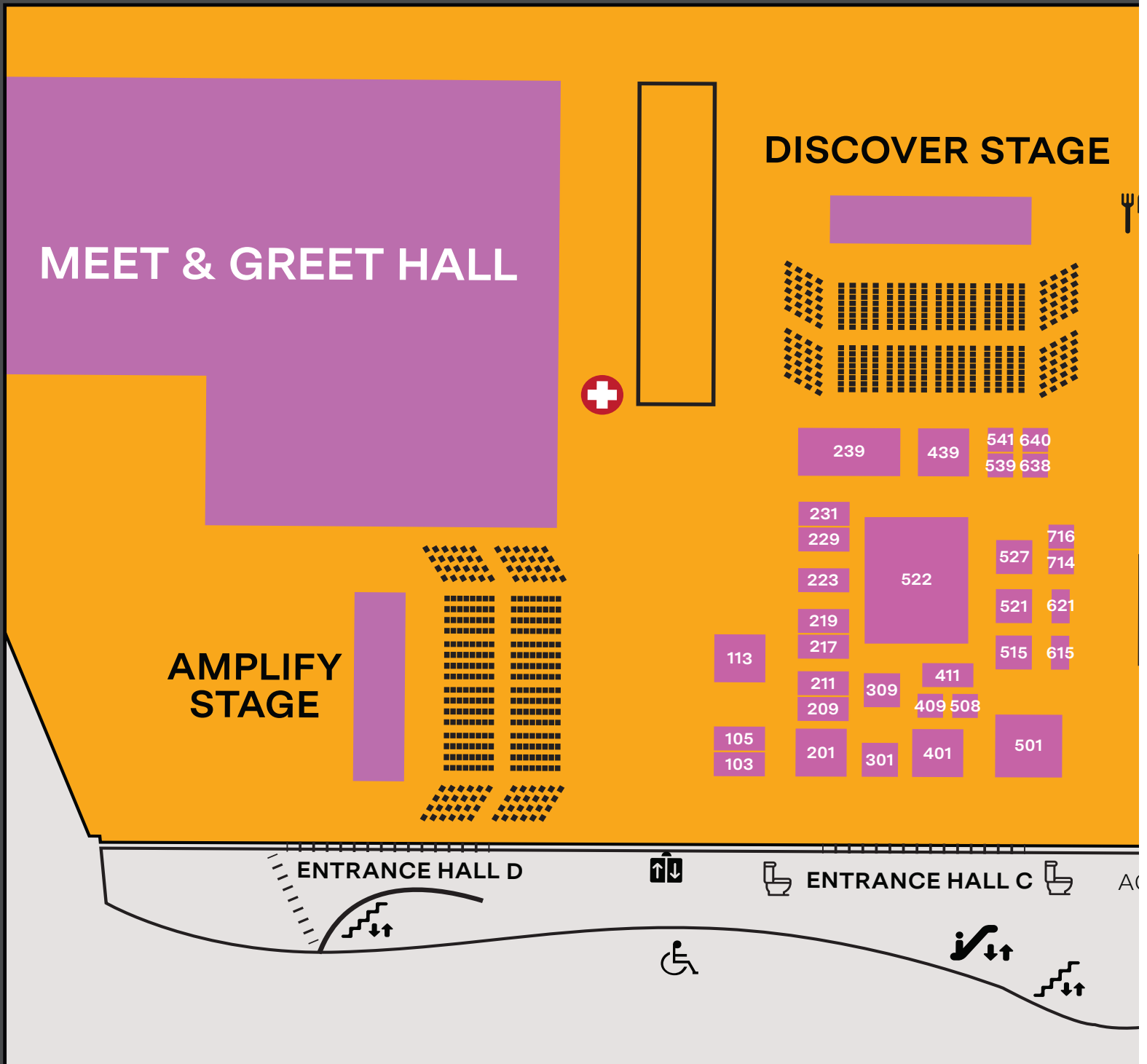
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Come say hi at booth #615

# ACC PLAZA LEVEL COMMUNITY TRACK MAP



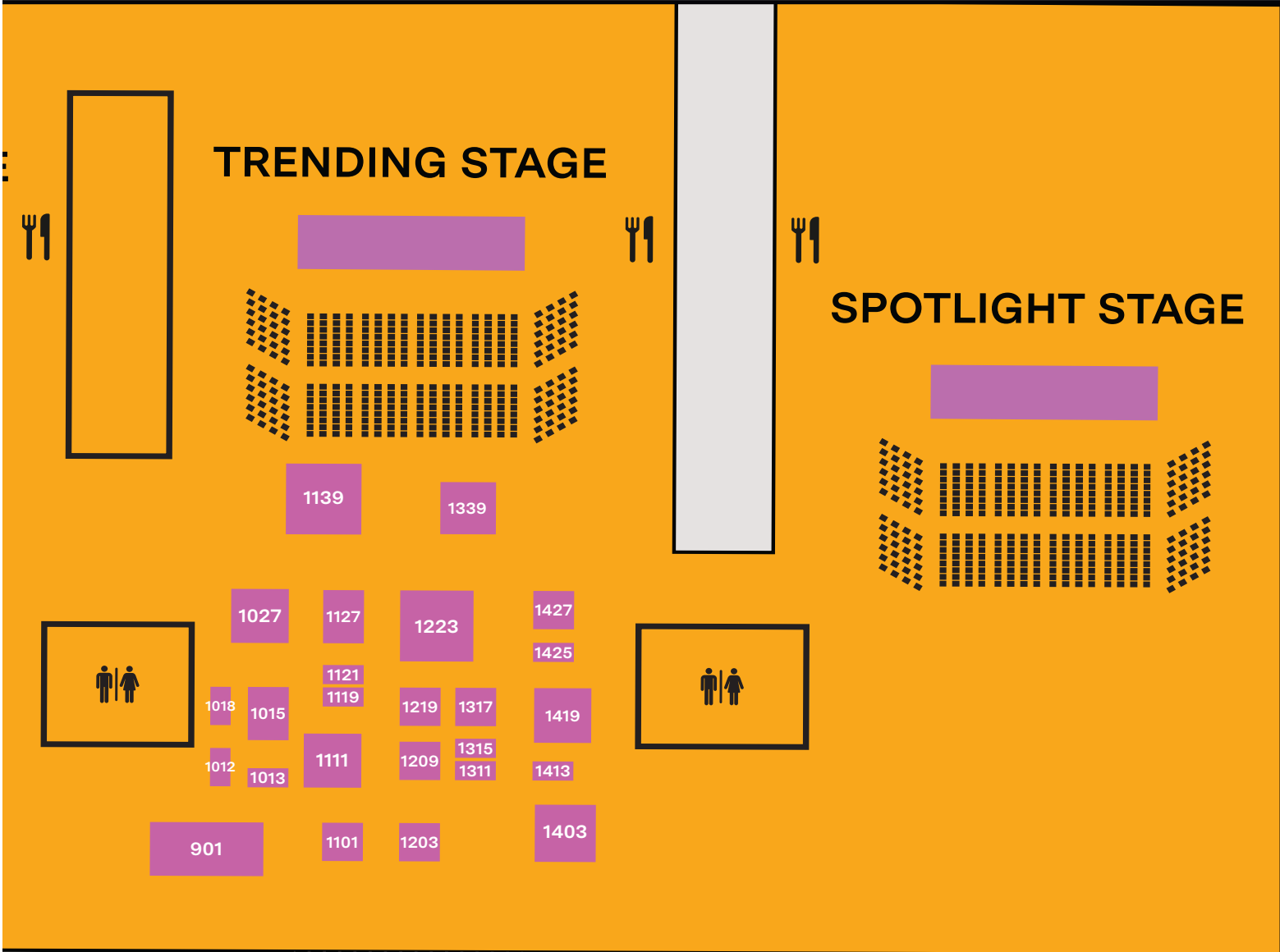


# EXPO HALL MAP & EXPO LIST

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# TRENDING STAGE

# SPOTLIGHT STAGE

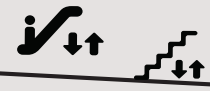
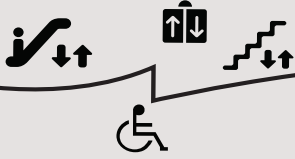


ACCESSIBILITY  
INFO DESK

ENTRANCE HALL B 

 ENTRANCE HALL A 

INFO DESK



- MARS 522
- MEEMEOWS 501
- MGA'S MINIVERSE 1027
- MTV'S A.S.K.- ACKNOWLEDGE, SUPPORT AND KEEP-IN-TOUCH 521
- NASA 411
- ONE LEGACY 217
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- RIZZLE 211
- SAVE THE CHILDREN 1401

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- TAKLE.IO 103
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- THROWBOY 1319
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- VIDCON 1111
- VIDCON MERCH BOOTH 901
- YOUTUBE X MINECRAFT 1139
- YUMMILAND 1127
- ZENIKO TECHNOLOGY CO.,LTD 1315

# CREATOR

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TRACK SCHEDULE

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## THURSDAY, JUNE 27

10:00 AM – 10:45 AM

### The Art of AI: How to Responsibly Use Generative AI in Your Creative Process ROOM 202

**Katrina Torrijos**

Generative AI has drastically changed the way we create content. From brainstorming trending video ideas to cleaning up your IG photos, generative AI can help speed up tedious tasks to enhance your creative workflow. In this session, learn from Adobe expert and content creator Katrina Torrijos on how to leverage generative AI in your content creation process so that it works with you — and doesn't replace you. Plus, learn how Adobe is working with other companies to protect creators against misinformation and promote transparency around AI-generated content through the Content Authenticity Initiative and Adobe Firefly.

### Look Mom, I Made It! Turning Your Skills into Commercial Work ROOM 204

**Jake Ceja, Ash Xu,  
Kara Lewis**

Meet the creators who are blurring the line between social and traditional media! From helping small businesses with promotional videos, to working with celebrities and even making food thirst traps — these creative powerhouses have tapped into their videography skills to transition into the commercial realm. Hear their success stories and their best advice for other creators who are looking to do the same!

**Moderated by: Zach King**

### Monetize Your Knowledge: 7 Strategies That Work

ROOM 207AB

**Presented by Thinkific  
Jon Youshaei, Kristen Bousquet,  
Andrea Casanova**

Sponsored. Three leaders in the creator economy will share their expertise on how to monetize with digital learning products on Thinkific. Leveraging extensive backgrounds within YouTube, TikTok, and Instagram, they'll share real experiences about the journey to building a successful creator business. Avoid pitfalls and acquire a proven framework for product conceptualization, rapid launch, and revenue maximization.

**Moderated by: Cameron Uganec**



### Personal Branding for Content Creators Using Adobe Express

ROOM 207CD

**Goldie Chan**

Join creative and writer Goldie Chan (Warm Robots) as she goes over her own fascinating personal brand journey from video maker to award-winning agency owner. As an Adobe Express ambassador, Goldie will show you how to make your own brand stand out from the crowd using Adobe Express.

### Using Data to Find Your Own Best Practices

ROOM 210

**Gwen Miller**

This is not your typical YouTube guru session. Your audience is unique; no two audiences interact with content in quite the same way, so a one-size-fits-all strategy will NOT help grow your channel. In this session, we will arm you with the practical knowledge and tools you'll need to deeply understand your audience's wants, needs, and behaviors so you can maximize your channel's growth and your audience's satisfaction.



11:00 AM – 11:45 AM

### How to Leverage Merch in a Changing Landscape

ROOM 207AB

**Presented by DFTBA**

**Freddie Wong, Karen Puzzles, Hank Green,  
Zach Kornfeld**

Sponsored. Things change fast in the world of merch; companies come and go, technologies evolve, trends change. How's a creator to navigate all of this and build a revenue stream so they can make a living doing what they love? How do you create products that resonate with your community? What's the deal with subscriptions?! Let our panel of four top creators help assist and guide you along your merchandise journey.

**Moderated by: Dave Loos**

11:15 AM – 12:00 PM

### Run Your Creator Business Like a Boss

ROOM 202

**Amanda Marcovitch**

If you've always dreamed of being a content creator but you're feeling disenchanted by the "unsexy" business aspects, this session is for you! Join Amanda Marcovitch, lauded as one of Business Insider's top rising star managers, as she shares her expertise in managing one of today's fastest-growing creators, Jon Youshaei. Discover the systematic approach they employed to slash costs and assemble a proficient team of 10 within just two years. Learn how to tackle the important behind-the-scenes work so you can focus on doing what you do best: creating content!



### Algorithm Unlocked: Mastering YouTube from Shorts to Screen

ROOM 204

**Gwen Miller, Rene Ritchie, Todd Beaupré**

Dive into the heart of YouTube's algorithm and master every format. In this dynamic session we break down the myths and share cutting-edge best practices. Learn how to navigate copyright laws, access more paths to monetization through the YouTube Partner Program, and harness powerful tools like Gen AI labeling. This is your ultimate guide to thriving on YouTube in a multi-format world.

### From Influencer to Business Owner

ROOM 207CD

**Marissa Hill, dukelovestaxes, Aaliyah Arnold,  
Brian McManus (Real Engineering)**

Ever wondered how an influencer manages to make millions online? This isn't just a fantasy — you can do it, too! Explore the strategies and stories of creators who are using their authentic connections with their audience to not only build personal brands, but to create impact in the business world. From navigating the challenges of niche markets to establishing meaningful collaborations, this session empowers you to harness the power of influence and entrepreneurship, regardless of your audience size!

**Moderated by: Brett Dashevsky**



# CREATOR TRACK SCHEDULE

POWERED BY INSTAGRAM

**THURSDAY, JUNE 27**

11:15 AM – 12:00 PM

**Embracing the Short-Form Future**  
ROOM 210

*Sheena Melwani, Jordan Matter, Anthony Hamilton Jr*

As Instagram Reels, YouTube Shorts, TikTok, Snapchat, Facebook Reels, and X (previously Twitter) increasingly prioritize short-form content, creators face a crucial question: What's next? Get the practical tips and strategies you need to thrive in this new landscape, from adapting your content to seizing emerging monetization avenues and more!

*Moderated by: Evan Britton*

12:00 PM – 12:45 PM

**POV: How to Grow on TikTok Shop**  
ROOM 207AB

*Presented by TikTok Shop Stormi Steele, Annie Leal, Paul Tran, Lynda Truong*

Sponsored. Join top e-commerce creators and sellers as they discuss their journey with TikTok Shop's Affiliate platform. From adoption to building trust with their community, selecting the right products, and creating engaging content, our panelists will share invaluable insights, strategies, and experiences on how to find success on TikTok Shop's Affiliate.

*Moderated by: Mike Westgate*



12:30 PM – 1:15 PM

**From Creator to CEO: Building Your Dream Team**  
ROOM 202

*JT Casey, Hayden Hillier-Smith, Shon Niswanger*

Every creator's journey starts the same. You spend days upon days filming, scriptwriting, designing, and editing — all by yourself. Eventually, a crucial juncture arises: hire a team and embrace delegation or face burnout. Get tips from some of the fastest-growing creators on how and when to make your first hire, scaling content, and sourcing talent for your team. On the flip side, hear about the experiences of those who have worked with some of the biggest creators in the world — the good, the bad, and everything in-between. Remember, your favorite creators have embraced teamwork — it's time you do, too.

*Moderated by: Sherry Wong*



**Creator to Creator: Jarvis Johnson & Eddy Burback**  
ROOM 210

*Eddy Burback, Jarvis Johnson*  
Join two iconic creators as they discuss their different paths to success! Hear about the ups and downs they've faced along the way, the lessons they've learned, their inspirations, and more during our Creator to Creator series.

1:30 PM – 2:15 PM

**My Team & Me with the Try Guys**  
ROOM 204

*Keith Habersberger, Zach Kornfeld, YB Chang Biste, Miles Bonsignore, Kwesi James*

It takes a team to build an empire. Running a successful business involves numerous moving parts, including managers, videographers, editors, lawyers, scriptwriters, and more. In this exciting panel, you'll get familiar with the team behind the Try Guys as they discuss their roles and the crucial part they play in powering the successful Try Guys media machine from behind the scenes.

**Turning Passion into Profit with Membership Communities**  
ROOM 207CD

*Sarah Penna, Connor Sweeney, Zach Ferraro, Cat Valdes,*

Building a successful business as a creator takes more than just growing a community. Monetization is crucial for turning your passion into profit, and your community

can help you do just that. Discover how membership communities empower you to create the content you want while earning steady income and deepening bonds with your dedicated followers. Join our expert panel as they explore the realm of paywalled platforms and the vast opportunities they offer creators, talent managers, brands, and media companies.

*Moderated by: Dylan Harari*

2:00 PM – 2:45 PM

**Finding Success: Creator Stories of Instagram**  
ROOM 207AB

*Presented by Instagram Landen Purifoy, Ve'ondre Mitchell, Carter Kench*

Sponsored. How do you define success? Is it getting your first brand deal? Getting recognized on the street? Being able to leave your 9 to 5? Come be inspired by the stories of some of the fastest growing next gen Instagram creators, and to hear the behind-the-scenes stories along their creator journey.

*Moderated by: Kristie Dash*

2:45 PM – 3:30 PM

**Agents & Managers: Do You Need One?**  
ROOM 202

*Michael Calvin Jones, Naomi Lennon, Nicole Vincent*

As a rapidly-growing creator, you may be wondering if it's the right time to start working with an agent or manager and if this relationship could be beneficial for your business. In this session, we bring together some of the industry's most experienced agents and managers to discuss their role in a creator's journey and offer advice on how to know when (and how) to approach them for representation.

*Moderated by: Dom Smales*



**Building a Business: Behind the Scenes with Zach King**  
ROOM 204

*Zach King*

With a combined social reach of 130M+ followers, a Guinness World Record for 'Most Viewed TikTok' at 2.2B views, three published books, and multiple brand partnerships, creator and entrepreneur Zach King has built a brand and business with a huge scale. Join this chat as Zach openly talks about the highs and lows of managing a large team, the secrets behind his success, and his plans for the future.



### Outsmarting the Algorithm: Mastering Evergreen Content Psychology

ROOM 207CD

**Andrea Casanova**

Time to ditch the trends and focus on long-term success. Whether you're a seasoned creator or just starting out, this session will equip you with the methods that mega creators and top brands use to cultivate enduring connections with their audiences, and ultimately dominate the digital landscape.

### Creators Talk Content Strategy

ROOM 210

**Brotherofcolor, Katie Feeney, jmancurly, Prayag Mishra**

There are a lot of audience development experts out there who can give you advice on your content strategy. But why not hear it straight from the most accomplished creators? Get the inside scoop on building your audience and optimizing your content for growth as some of digital media's most exciting creators lift the lid on all their secrets to success.

**Moderated by: Markell Washington**

3:00 PM – 3:45 PM

### Global YouTube Success: Top Creators' Strategies

ROOM 207AB

**Presented by Iyuno**

**Brianna Appel**

Sponsored. This panel dives into strategies the biggest creators use to grow their YouTube reach globally. Learn how subtitles, multi-language audio, and translated thumbnails can transform your channel. Join industry experts to explore tactics for increasing global subscribers and expanding monetization. Gain actionable insights for taking your channel from 3M+ to 200M+ subscribers.

4:00 PM – 4:45 PM

### How to Build a Post-Production Team the Right Way

ROOM 202

**Gavin Keen**

Building a post-production team and finding editors may feel like an impossible feat in 2024. Maintaining a schedule of consistent, high-quality uploads can be costly and exhausting. But it doesn't have to be this way! Gavin Keen offers a reality check in this session, breaking down the fundamentals of assembling a thriving post-production team to help you turn this seemingly complex task into a manageable endeavor.



### Going Global on YouTube: Content Translation & Localization

ROOM 204

**Vira Slyvinska**

Are you ready to take your YouTube channel global? This workshop will teach you to assess international markets, define your content localization strategy, and leverage AI tools for efficient and affordable translation. Discover best practices and real-world success stories that will inspire you to expand your reach, and walk away with actionable steps to break language barriers and connect with a worldwide audience.

### TikTok LIVE: From Likes to Livestreaming Pro

ROOM 207AB

**Presented by TikTok LIVE**

**Kira Lise, CedarCouple, Jason Nash, Barbs**

Sponsored. Dive into the world of TikTok LIVE! We'll be exploring the journeys of LIVE creators, from viral trends to niche communities. They'll share their secrets for fostering connections, mastering the art of livestreaming, and how they achieved meaningful monetization. Whether you're a curious newcomer or an aspiring streamer, this session is packed with insights to take your LIVE skills to the next level.

**Moderated by: Julianne Myers**

### How to Make Anything Go Viral

ROOM 207CD

**Jenny Hoyos**

Learn the secrets to averaging 10M+ views on YouTube Shorts! Discover expert tips for boosting viewership and creating captivating hooks that retain your audience's attention throughout your videos — and make them want to rewatch again and again.

### Mental Health Matters: Building Resilience & Preventing Burnout

ROOM 210

**Dr.K**

Every dream job has its challenges, and content creation is no exception. Juggling late nights, unexpected deadlines, and harsh criticism can make staying true to your passion feel like an uphill battle. Fortunately, there are ways to overcome these obstacles while prioritizing your health and happiness. Join Dr. K, AKA Healthy Gamer.GG, as he delves into the complexities of creator mental health. Explore topics such as procrastination, the pressure to succeed, online negativity, and neurodivergence, and learn practical techniques to foster well-being, manage stress, and prevent burnout.

5:15 PM – 6:00 PM

### AI-Powered: The Creator Economy in 2025 & Beyond

ROOM 202

**Gaurav Misra, Chris Do, Amanda Perelli**

AI has already begun to transform the creator economy in 2024, and will only continue to revolutionize this sector in 2025 and beyond. This panel will uncover and unpack emerging trends and technologies shaping the creator economy with a focus towards AI, while also diving into how creators can leverage these cutting-edge developments to their advantage.

**Moderated by: Brett Dashevsky**

### YouTube Packaging Masterclass: Perfecting Your Thumbnails, Intros & Ideas

ROOM 204

**Jon Youshaei**

If your great videos are going unwatched, you might be making critical packaging mistakes. Cluttered thumbnails, confusing titles, and boring intros can hinder viewer interest and stunt audience growth. Leveraging his 8 years of experience working at YouTube and Instagram, Jon Youshaei, now a full-time creator boasting over 700K followers and 300M+ views in the past year, will provide guidance on improving your video's CTR and watch time while preparing your channel for YouTube's newest changes.



# CREATOR TRACK SCHEDULE

POWERED BY INSTAGRAM

## THURSDAY, JUNE 27

5:15 PM – 6:00 PM

### Revolutionizing Brand Engagement with In-House Creators

ROOM 207CD

**Justin Moore, Dylan Huey, Lindsay Calabrese**

Explore how in-house creators are transforming the landscape of brand engagement by embedding creativity and storytelling directly into companies. This panel will delve into the pitfalls of traditional agency models and showcase how direct collaboration with creators leads to more authentic, impactful, and successful partnerships.

**Moderated by: Peter Hollens**

### From Craigslist to MrBeast: Building a Career Behind the Camera

ROOM 210

**Kai Plunk**

Not everyone wants to be the face of the next big YouTube channel, but there aren't many guides for building a lasting, sustainable career in social media. In this session, Kai lays out their journey — from doing Craigslist gigs to working for MrBeast in under three years — and shows you how you can create your own career behind the camera.



## FRIDAY, JUNE 28

10:00 AM – 10:45 AM

### A Creator's Impact: Using Your Platform for Good

ROOM 202

**Earl Dos Santos, Ariana Jasmine, Lakotalightning**

Join our diverse lineup of panelists — from social impact agencies to one of the founding members of #TeamTrees — for a thought-provoking conversation around creators who are driving positive change through their platforms. Discover actionable strategies for championing issues that matter to you, navigating the realm of civic engagement, and fostering authentic connections with your audience in support of a cause.

**Moderated by: Ellie Artone**

### Supercharge Your YouTube Workflow: Essential AI-Powered Tools for Efficiency & Growth

ROOM 204

**Sasakthi Abeysinghe, Ebi Atawodi, Jacklyn Dallas, Sarina Peterson, Brianna Rapini**

Discover YouTube's tools and AI features designed to streamline your content creation process. Learn how creators are actively using these features and get insights directly from YouTube product managers. This panel unlocks the secrets to saving time and boosting creativity, while maximizing your community engagement. Leave this panel ready to take your YouTube channel to the next level!

### Welcome to the Era of Creator Ownership

ROOM 207AB

**Presented by Kajabi**

**Action Jacquelyn, Krista Williams, Spencer Russell**

Sponsored. The creator economy is full of opportunity, but succeeding as a creator is hard. Shifting ad revenue splits, disappearing creator funds, and constantly changing algorithms don't make it easy. Join us as three 7-figure creators share their strategies and recommendations for diversifying your revenue, connecting directly with your audience, and building your business off social platforms.

**Moderated by: Jim Louderback**

### Pick Me: Becoming a Must-Have Creator for Global Brands

ROOM 207CD

**Jess Hunichen, Claw Quest, Yasmine Makni**

From traditional brand deals to sponsoring tours or products, working with worldwide brands can be difficult, and hard to find. In this session, discover what brands look for, and how you as a creator can stand out and transform yourself as a valuable asset for the biggest brands worldwide.

**Moderated by: Eddie Gold**

### Creative Control: Inside Nebula's Creator-Centric Universe

ROOM 210

**Adam Chase, Ben Doyle, Sam Denby (Jet Lag: The Game)**

We're all familiar with the abundance of streaming platforms owned by large corporations. But did you know there is a



creator-owned and operated streaming service? In this session, explore the story behind Nebula, the subscription-based streaming service revolutionizing the industry. Delve into how creators maintain control over their content and sustain their free offerings with Nebula's innovative approach.

**Moderated by: Dave Wiskus**

11:00 AM – 11:45 AM

### What Women Watch: Finding Success as a Woman on YouTube

ROOM 207AB

**Presented by YouTube**

**Rosy McMichael, Nicole Laeno, Molly Burke, Michelle Khare**

Sponsored. Hear from leading women creators as they share insights into their content strategies, viewing preferences, and the unique challenges they face online. Understand firsthand why community is so crucial and how these breakout innovators are fostering a more inclusive media landscape. Come celebrate resilience, creativity, and the impact of women's voices in shaping online communities.

**Moderated by: McKayla Taaffe Kemper**

11:15 AM – 12:00 PM

### Twitter's Transformation: The Future of X & Its Creators

ROOM 202

**Michaela Okland, Ellie Schnitt**

It has been a rollercoaster ride for Twitter since its takeover and rebrand to X, a move that has dominated headlines. Despite its recent transformation, the platform still remains hugely relevant for creators, who are continuing to thrive and build engaged communities on the platform. Join this panel of creators as they discuss how they've adapted to the huge, unpredictable changes and expanded their audiences, and hear their thoughts on what they think the future holds for X.

**Moderated by: Farhad Meher-Homji**

## Finding Your Niche

### ROOM 204

**Anna McNulty, Xiaomany, dukelovestaxes, Kevin Langu, Nutrition by Kylie, TD BRICKS**

In an overwhelming landscape of endless content, finding your niche couldn't be more important for success. This panel of creators will talk about how they built prosperous careers by focusing on a niche and connecting with a super engaged audience. No matter your interests, this session will provide valuable insights and actionable steps to help you stand out and attract a loyal audience, no matter your passion or topic.

**Moderated by: Karen Puzzles**

## Starting from Scratch: Life, Layoffs, & Layovers in Your Creative Career

### ROOM 207CD

**Goldie Chan**

Goldie Chan is an award-winning creative and agency owner who put her career on pause for 10 months to battle breast cancer. As she started fresh in 2023, she learned valuable and vulnerable life lessons on reinventing and rediscovering yourself, and how to begin again after life's hurdles and big changes. Tune in as she recounts her journey and shares wisdom for navigating life's uncertainty.

## From Raw Footage to Masterpiece: The Power of Editing

### ROOM 210

**Ash Xu, Kara Lewis, Jake Ceja**

Any editor can tell you that editing has the transformative power to mold a single piece of video into a plethora of genres and emotional journeys. From meticulous footage cuts and the addition of sound effects to the strategic layering of background music, learn from these editing masters how to infuse your vlogs with the magic of captivating storytelling.

**Moderated by: Hayden Hillier-smith**

## 12:00 PM – 12:45 PM

## Monetize Your Talent with TikTok Creative Tools

### ROOM 207AB

**Presented by**

**TikTok Creator Marketplace  
Challan, Brendan Nahmias**

Sponsored. With abundant ad opportunities, innovative tools, and empowering resources, TikTok is the perfect platform to monetize your talent, regardless of the stage of creator career you are in. Join us for an insightful discussion between TikTok's Adrienne Lahens and industry leaders as they share strategies, tips, and experiences on monetizing creativity on TikTok.

**Moderated by: Ted Fernandez**



## 12:30 PM – 1:15 PM

## Master Your Emotions, Master Your Content: Research-Backed Tools for Creator Wellbeing

### ROOM 202

**Marc Brackett**

Does creating content sometimes leave you feeling drained? In this session, Dr. Marc Brackett — renowned emotions researcher, author of 'Permission to Feel', and founder of the Yale Center for Emotional Intelligence — shares details from his research with YouTube creators. Discover the connection between emotional regulation and powerful videos, and gain practical tools that are backed by science to elevate your content and safeguard your wellbeing.

**Moderated by: Ariel Altman**

## Elevating Your Content While Embracing Your Career

### ROOM 210

**Timm Chiusano,  
Sophie Lightning Jamison,  
JT Barnett**

Are you trying to venture into content creation while managing the responsibilities of your 9 – 5 grind? Or perhaps you find your career fulfilling and aspire to weave your professional expertise into your content. Timm Chiusano does just that, and is here to guide you! Uncover the secrets of crafting and publishing content that authentically represents who you are and what you do best.

**Moderated by: James Creech**



## 1:00 PM – 1:45 PM

## Creators & AI: Uplevel Your Instagram Strategy

### ROOM 207AB

**Presented by Instagram**

**@DonAlleniii, Chris Ashley, Avani Gregg,  
Madi Monroe**

Sponsored. Join us to hear how creators can engage with their audience, spark new creativity, and find innovative ways to succeed — all through AI. Then stick around for a sneak peek of Instagram's AI product roadmap, featuring live demos to showcase the future of digital content creation.

**Moderated by: Melanie Rodriguez**

## 1:30 PM – 2:15 PM

## A Crash Course on Hank & John Green

### ROOM 204

**Hank Green, John Green**

You'd be forgiven if you forgot all of the things John and Hank Green have done over the last two decades. Between building Complexly, publishing nine books combined,

and yes, starting VidCon, the history of the Vlogbrothers has been an odyssey in and of itself. Therefore, in typical Crash Course fashion, we'll pack a lot of that history into this fireside conversation — getting John and Hank's perspective on the impact of Crash Course as it nears 2 billion lifetime views, how the scope of their nonprofit work has evolved over the last decade, and what other creators can take away from the brothers' wide-ranging legacy.

**Moderated by: Nathan Graber-Lipperman**

## Powered by AI, Made by Humans: The Future of Content

### ROOM 207CD

**Ruben Hassid**

With over 100M LinkedIn views and 375K followers, Founder of EasyGen Ruben Hassid is one of LinkedIn's biggest creators and leading voices in AI. Join this session as he reveals how AI is transforming content forever, and discover exactly how he mastered a few simple tricks to stay one step ahead in 2024.

## 2:45 PM – 3:30 PM

## Exploring the Technical Side of Content Creation

### ROOM 202

**Valentina Vee**

Valentina Vee has directed social media content for Nike, Universal, Warner Brothers, Sony Pictures, Apple, Netflix, and many more. She's also the face of Aputure Lighting and Adobe Premiere Pro, teaching up-and-coming creators professional lighting and editing techniques online. Join this creative powerhouse for a jam-packed session on how to apply filmmaking techniques to your videos, including best practices for pre-production, planning, production, and post.



# CREATOR TRACK SCHEDULE

POWERED BY INSTAGRAM

## FRIDAY, JUNE 28

2:45 PM – 3:30 PM

### Build a Thriving Business with YouTube with Shopping & Fan Funding

ROOM 204

*Merrell Twins, Cassandra Bankson, cbgray, Kevin Espiritu*

No matter what your passion, discover how to make your mark and monetize with YouTube. Top creators take the stage to reveal their strategies for leveraging YouTube Shopping and fan funding to connect deeply with their community, showcase top products, and offer exclusive content. Plus, don't miss out on our YouTube Shopping giveaways, including the hottest picks from our panelists.

**Moderated by: Andrew Leonard**

### The Changing Faces of the Creator Economy

ROOM 207CD

*Jerry Won, AyChristene, Amanda Rose, Tiffany Yu*

Just five years ago, the words "creator" and "influencer" conjured images of young, white, good-looking people producing vlogs, thirst traps, and gaming livestreams for similarly young audiences. Today, with 200 million creators globally and up to 35% of the US population involved in the creator economy, the faces of the creator economy have changed for the better — giving voice to the expertise, experiences, and interests of a broader spectrum of creators and consumers. In this panel, we talk to leading voices of underrepresented groups of creators to learn how the space is changing — for better or worse — and what creators can do to be successful both in spite of and because of their underrepresented backgrounds.

**Moderated by: Avi Gandhi**

### Working with Brands: The Dos & Don'ts

ROOM 210

*Aaron Burriss, Claw Quest, PENG PENG LEE, Ebony Haley*

As you begin to secure your first brand deals, you may be struggling to balance your creativity and authenticity while still keeping within the brand brief. Learn how to navigate the dynamic of these partnerships as we sit down with some creators and brands to discuss how to build the perfect relationship, ensuring both parties win.

**Moderated by: RJ Larese**

3:00 PM – 3:45 PM

### How to Capitalize on a New Platform's Momentum

ROOM 207AB

**Presented by Lemon8**

*Lexi Rosenstein, Steph Pilavin (StarrySteph)*

Sponsored. Ready to be at the forefront of a new platform? Ready to expand your community, brand, and partnerships? Join Lemon8 and top creators to learn how to leverage the momentum of a new platform to achieve success across content creation, engagement, and partnerships. This session will give you insights and tips to accelerate your creator brand and garner excitement by being an early creator on Lemon8.

**Moderated by: Claire Sun, Emily Whalen-Marino**

4:00 PM – 4:45 PM

### Keeping It Real: A Discussion on the Current State of the BIPOC Creator Community

ROOM 202

*Brotherofcolor, Nicole Bynoe, Taty Cokley*

Join us for an enlightening panel discussion as we delve into critical topics surrounding the empowerment of BIPOC creators. Our esteemed panelists will explore the nuances of allyship in the creative industry, strategies for effectively vetting professionals and collaborators, advocating for equal pay and opportunities, the importance of self-education in navigating the creative landscape, and safeguarding intellectual property through copyright protection.

**Moderated by: Brandy Star Merriweather**



### Making the Instagram Algorithm Work for You

ROOM 204

*Larissa Gargaro, Erin Saign, Valentina Titium*

Join us for an interactive session that will answer your most burning questions about Instagram's algorithm, and how to leverage the platform to find success. We'll also cover how to develop a "test and learn" strategy to help creators optimize their performance across platforms. You'll leave this session with practical knowledge and an action plan — and plenty of inspiration!

### Secrets for Building Better Brand Partnerships

ROOM 207AB

**Presented by Artist**

*Sam Newton, Dikla Bengio*

Sponsored. How can you, as a creator, grow your personal brand and bring value to your audience? As a brand made by creators, for creators, we're offering unique insights anyone can follow to expand beyond organic content, and enter the world of content monetization. Hear firsthand from a creator who made it big about the best way to build a meaningful brand partnership that benefits everyone.



### Podcasting 101: Your Comprehensive Launch Guide

ROOM 207CD

*Jon Youshaei, Jordan Newman, Renee Teeley*

The art of podcasting is so much more than just setting up a camera and microphone. In this session led by successful podcasting pros, we'll explore each step of the process — from reaching out to guests and crafting interview questions to mastering post-production techniques and beyond. Tune in to learn essential tips and tricks that will help you launch your hit podcast!

**Moderated by: Rob Balasabas**

**Creator to Creator:  
Kalen Allen &  
Lauren Ashley Beck**

**ROOM 210**

**Kalen Allen,  
Lauren Ashley Beck**

Join two iconic creators as they discuss their different paths to success! Hear about the ups and downs they've faced along the way, the lessons they've learned, their inspirations, and more during our Creator to Creator series.



5:15 PM – 6:00 PM

**Cracking the Code: 5 Expert Tips for  
SEO Mastery**

**ROOM 202**

**Brenton Thomas**

Embark on a journey into SEO as we delve into technical optimization, content marketing strategies, and effective backlink generation. Discover how to leverage these key elements to secure high rankings on Google for any desired search term. Additionally, we will explore a case study on generating high-authority backlinks from platforms such as Fiverr, Yahoo, and American Express, providing a step-by-step process you can replicate. By the end, you will have the knowledge to effectively apply these tips to the website(s) you manage. Don't miss out on this opportunity to gain valuable insights and strategies for success!

**Stand Out to Cash Out: Building Your  
Creator Career on Facebook**

**ROOM 204**

**Becca Bastos, Corey B, MRCHUY**

In this can't-miss session, we'll dive into how Facebook can help you succeed as a creator, challenging what you think you might know about the platform. From reaching an audience of billions, to building fan communities, to earning money in new ways, we'll focus on how Facebook's creator tools can help you stand out AND cash out — all revealed in a fun way!

**Moderated by: Andriana Ricchiuti**

**Crafting a Sponsorship Pitch No Brand  
Will Ignore**

**ROOM 207CD**

**Justin Moore**

There are very specific reasons why brands don't respond when you slide into their DMs or email them your pitch. And no, it's not because you have cooties. This session will focus on the surprisingly easy way to transform your brand outreach strategy and income in one fell swoop.

**From Indie to Industry:  
Working with Studios**

**ROOM 210**

**Rachel Pizzolato, Che Jim, Leo González,  
The Sweet Impact, Adam Rose**

Ever wondered how to work with big studios? In this panel we are joined by creators who are collaborating and working with traditional media studios and streaming platforms. From navigating creative partnerships to adapting workflows, our panelists share firsthand experiences of transitioning from independent content creation to partnering with larger traditional and digital studios. Discover the nuances, challenges, and impacts on their content production processes as they explore the intersection of creativity and collaboration in the ever-evolving landscape of media production.

**Moderated by: Anhar Karim**

**SATURDAY, JUNE 29**

10:00 AM – 10:45 AM

**Unlock Creative Prosperity: 12  
Strategies to Monetize Your Passion**

**ROOM 202**

**Desiree Martinez**

Do you have a passion you're eager to turn into a sustainable income stream? Are you tired of relying solely on AdSense or traditional revenue models? You're not alone. In this enlightening session, join seasoned Creator Economy Strategist Desiree Martinez as she unveils a treasure trove of opportunities to monetize your passion like never before. Discover a dozen unique and proven methods to transform your creative endeavors into a thriving business. Say goodbye to the limitations of AdSense and creator funds, and embark on a journey towards financial freedom and creative fulfillment!

**Creator Workshop: Mastering  
Long-form Content & Monetization  
On TikTok**

**ROOM 204**

**CinemaJoe, MyHealthyDish, Clarke Peoples**

Whether you are just getting started on your content journey or you are an established creator, TikTok is here to help you expand your reach and find your community. Led by the TikTok team and established creators, this session will help you structure your content strategy, highlighting tips for creating and monetizing longer-form content while busting myths and misconceptions around TikTok's evolving content ecosystem.

**Moderated by: Kim Farrell**

**How to Use AI to Supercharge Your  
YouTube Growth**

**ROOM 207AB**

**Presented by Rizzle  
Vidya**

Sponsored. Breaking down the opportunities with AI and concerns around AI content, in this session, Rizzle CEO Vidya explains how to use AI as a companion to faster editing, consistency, and scale. Create exceptional videos and custom thumbnails with b-rolls, maps, text graphics, and infographics in under 30 minutes. Maximize monetization by using teasers, highlights, and clips from longer videos and podcasts.

**Why Every Video Creator Needs  
a Podcast**

**ROOM 207CD**

**Trace Gaynor, Amber Symone Watkins**

We know creators are multi-format and multi-faceted. Come learn why podcasting and distributing content on Spotify is a must have for any creator looking to grow their audience and create sustainable businesses. We'll discuss how creating for Spotify differs from other platforms, the monetization benefits of having a podcast, what to expect when launching a show, and a sneak peek into some of Spotify's new video tools.

**YouTube Storytelling Secrets: Keeping  
Viewers Glued Until the Final Frame**

**ROOM 210**

**Filup Molina**

You're putting so much time, thought, and effort into your content, so how do you keep viewers engaged from start to finish? Learn the art of shaping captivating narrative story arcs in this workshop led by YouTube specialist Filup Molina! Discover clear, actionable steps and practical tools you can apply to weave enthralling stories into all of your videos and ensure they are impossible to stop watching, keeping your audience hooked until the very last word.



# CREATOR TRACK SCHEDULE

POWERED BY INSTAGRAM

## SATURDAY, JUNE 29

11:00 AM – 11:45 AM

### Next-Gen Partnerships: Creators & Brands

ROOM 207AB

Presented by Squarespace

**Rachel Karten, Yasamine Durali, Colleen Yu**  
Sponsored. Join our panel of industry experts as they explore the latest trends and innovations in creator-brand partnerships.

Discuss emerging collaboration models, authenticity in sponsored content, and the future of influencer marketing in an increasingly digital world.

Moderated by: **Rodolphe Kodderitzsch**

11:15 AM – 12:00 PM

### Accidentally an Influencer

ROOM 202

**Katie Feeney,**  
*dukellovestaxes*



For some creators, their initial intent was to help and inform others through their content — but when their content started taking off, they found themselves assuming the role of an influencer by accident. While this may have not been their plan, they discovered how to cultivate a vast audience, establish a thriving business, and turn their passion into a full-time job in the process! In this session, we sit down with creators who have experienced this phenomenon as they explore their journey, from establishing an engaged digital community to building a career that aligns with their goals.

Moderated by: **Aaron Batarse Brown**

### Cooking up Content: Trends & Insights from Food Creators

ROOM 204

**Mythical Chef Josh, Jordan Myrick, Nigel Ng**  
Jordan Myrick (Sporked), Josh Scherer (Mythical Kitchen), and more of your favorite food creators will discuss their approach to translating the experience and joy of food into viral content. They'll talk about emerging trends in culinary media, different ways of approaching food content creation, what it's like working with brands, and how food creators are changing how people eat in their actual lives.

Moderated by: **Gwynedd Stuart**

### Endless Inspiration: How to Build a Pipeline of Content Ideas

ROOM 210

**Tubby Nugget, Steven He, Sheena Melwani**

Are you determined to never hit a creative wall again? Well you're in luck! Join this panel of seasoned creators as they discuss and break down their strategies for generating a continuous stream of fresh content. From leveraging trends and audience insights to brainstorming your own ideas, this panel will equip you with the tools to keep your content innovative, relevant, and engaging.

Moderated by: **Claw Quest**

12:30 PM – 1:15 PM

### The AI Revolution: The Good, the Bad & the Ugly

ROOM 202

**Renee Teeley, Vinay (Vinnie) Mysoor,**  
**Luisa Huang**

AI is taking the creator economy by storm, offering an abundance of tools that make the creative process easier, quicker, and more efficient. Yet, like all transformative technology, AI is not without its faults. Hear from creators, platforms, and AI experts as they share their perspectives on the practical applications of AI tools, their impact on the content you create, and the potential legal and ethical implications that creators should be mindful of.

Moderated by: **Jim Louderback**



### Diversify & Conquer: Harnessing the Power of Multi-Platform Presence

ROOM 210

**Rebecca Rogers,**  
*WeRateDogs*

As you embark on your journey as a creator, you may be asking yourself which platform you should be focusing on to grow your audience. But why settle for one when you can thrive on many? Learn about the power of diversification from successful creators as they shed light on the pivotal role each platform plays in expanding your audience and enhancing revenue opportunities.

Moderated by: **sidneyraz**

1:30 PM – 2:15 PM

### Your First Million Followers: 7 Hacks to Start Using Today

ROOM 204

**Uptin**

How did Uptin amass 1 million followers just 14 months into his creator journey? Unwavering consistency. Explore the blueprint behind Uptin's milestone accomplishment as he reveals the significance of maintaining unwavering consistency for a full year. Hear his tips for navigating setbacks and overcoming the urge to give up, and learn how you can leverage these tactics to carve your own path as a successful creator.



### Deciphering Legalese: Contracts & Negotiation Essentials

ROOM 207CD

**Tyler Chou, The Creators' Attorney**

Feeling uneasy about your latest brand deal or representation contract? This is the session for you! Seize this opportunity to connect with an expert entertainment lawyer to seek guidance and discover how to be your own best advocate in all your future negotiations!



2:45 PM – 3:30 PM

**How to Launch a Successful Creator-Led Brand**  
**ROOM 202**

**Nate Ruff, Stephanie Wahlers, Matthew Tsai**



So much has changed from the days of print on demand t-shirts, hoodies, and coffee mugs. It seems like every other day you find creators launching new, innovative brands. But debuting a brand to your community can be intimidating, you want to make sure everything goes right. From the product design and quality assurance, to the website and customer support. Learn how it's all done directly from the operators, managers, and agents that are leading some of the most successful brands in the creator economy.

**Moderated by: Ben Wiedner**

**Fewer Likes, More Love**

**ROOM 204**

**Novaakan3, LaLa Milan, Jordan Howlett**

This for-creators, by-creators panel reveals the art of being real and why authenticity is a creator's greatest currency. Discover how Snap Stars are uniquely leveraging Snapchat's culture of realness to foster genuine connections beyond the "likes" to monetize their content and build a community.

**Moderated by: Illumitati**

**Hobby to Career: How to Succeed as a Full-Time Creator**

**ROOM 207CD**

**Roberto Blake**

Hear from YouTube expert and seven-figure creator Roberto Blake on the exact strategies and tactics to build a mutually beneficial relationship with your audience — one that provides direct financial compensation to creators and meaningful value for their fans.



**How Creators Can Jump Into Animation**

**ROOM 210**

**Parker James, John Peck, John Attanasio**

Animated series account for four of the top ten longest-running sitcoms of all time. They are the unicorns of the content world with incredible staying power. This panel will discuss how creators can extend their brand by getting into animated content, delving into the types of content and skills that transition well into animation. We will also spotlight the AI tools creators employ for content development and global expansion. Join us for insights from pioneers such as Parker James, the creative force behind StEvEn & Parker, John Attanasio and John Peck of Toonstar Animation Story Studio.

**Moderated by: Erlan Nyssanov**

4:00 PM – 4:45 PM

**Influencing Democracy: Why Civic Stories in Content Matter**

**ROOM 202**

**Ash, Rachael Terrell, Ben Relles**

Join MTV, HeadCount, and your fellow content creators for a timely conversation about the pivotal role creators play in shaping the future of our democracy. In an era marred by voter apathy and political disillusionment, responsible civic storytelling is paramount in empowering and mobilizing voters to turn out to the polls. Featuring insights from the US's top civic engagement experts on how to motivate voters and tips for representing these issues in content, this discussion will leave you with ideas for how to turn your viewers into voters and craft content that resonates with your community.

**Moderated by: Tom Wait**

**Office Hours: Merrell Twins**

**ROOM 204**

**Merrell Twins**

Have you ever wondered what sparked your favorite creator's first video? Maybe you're wondering how large creators scaled from their first thousand to their first million followers. Welcome to Office Hours, where creators answer your questions and tell their own stories to help you start writing yours.



**How Top Creators Actually Make Viral Thumbnails**

**ROOM 207CD**

**DamianDZN**

Damian is one of the world's top thumbnail designers who has worked with creators and organizations like Jake Paul, 100 Thieves, Preston, Unspeakable, RedBull, and more. In this session, he'll share insider tips and walk you through the entire process of creating the best thumbnail for your YouTube videos, from title ideation, to thumbnail concepts, to completion.

**Creator to Creator: Serena Neel & Aquarium Info**

**ROOM 210**

**Aquarium Info, Serena Neel**

Join two iconic creators as they discuss their different paths to success! Hear about the ups and downs they've faced along the way, the lessons they've learned, their inspirations, and more during our Creator to Creator series.

5:15 PM – 6:00 PM

**Gaming Culture: A Community Built to Last**

**ROOM 204**

**Skip the Tutorial, Ethobot, Cash, Nico, BadBoyHalo**

In the evolving landscape of gaming, building a community that stands the test of time requires more than just shared interests and gameplay videos; it demands a foundation of authenticity, inclusivity, and genuine engagement. In this panel we bring together some of the most exciting gamers to explore the pillars of creating and nurturing a lasting community and what it takes to build a loyal fan base.

**Moderated by: Zach Butera**



# CREATOR TRACK

## LOUNGES & RECEPTION

### YouTube Creator Stadium

ACC SOUTH 208AB

Thursday, June 27 | 9:00 AM – 6:00 PM

Friday, June 28 | 9:00 AM – 6:00 PM

Saturday, June 29 | 9:00 AM - 6:00 PM

Welcome to the YouTube Creator Stadium, your arena for creativity! Join YouTube for fun challenges and celebrate your wins with fellow creators, all while learning more about how to create champion-level content.

### Creator Track Reception sponsored by Instagram

ACC 300 LEVEL FOYER & CALIFORNIA TERRACE

Saturday, June 29 | 5:00 PM – 7:00 PM

Don't miss this opportunity to make new connections and collab with fellow creators at the Creator Track Reception, sponsored by Instagram. Enjoy drinks, nibbles, and rooftop views after an action-packed week at VidCon.



### TikTok Destination: Creation the Creator Track Lounge presented by TikTok

ACC SOUTH 205AB

Thursday, June 27 | 9:00 AM – 6:00 PM

Friday, June 28 | 9:00 AM – 6:00 PM

Saturday, June 29 | 9:00 AM – 6:00 PM

Welcome to TikTok Destination: Creation, a hub for connection to your next achievement on TikTok. Arrive at our lounge and learn how to take your content to the next level to achieve professional growth with TikTok.





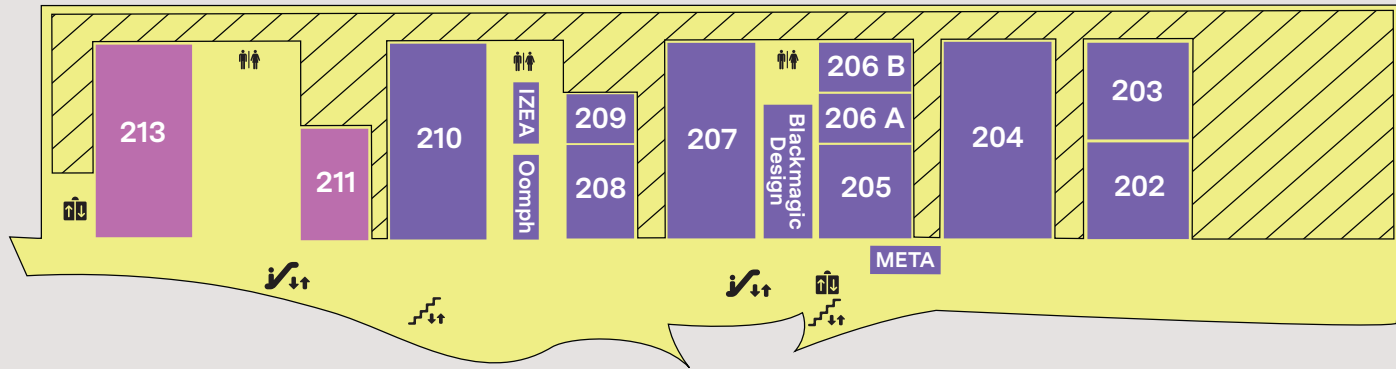
## MENTORSHIP SERIES

Mentorship Series sessions were assigned ahead of time via a matchmaking system that ran in May. If you received a mentorship session, you can log in at [an.vidconmatchmaking.com/2024](https://an.vidconmatchmaking.com/2024) to view your schedule and details about your session. Please arrive 5 minutes before your session at the location listed on your schedule and check in with the folks at the door. **You must check in at your mentorship session at least 5 minutes before the session start time. If you are not there 5 minutes before, your spot may be forfeited to someone on the waitlist.** Come prepared with your questions and get ready to learn valuable insights from top leaders in the digital space!

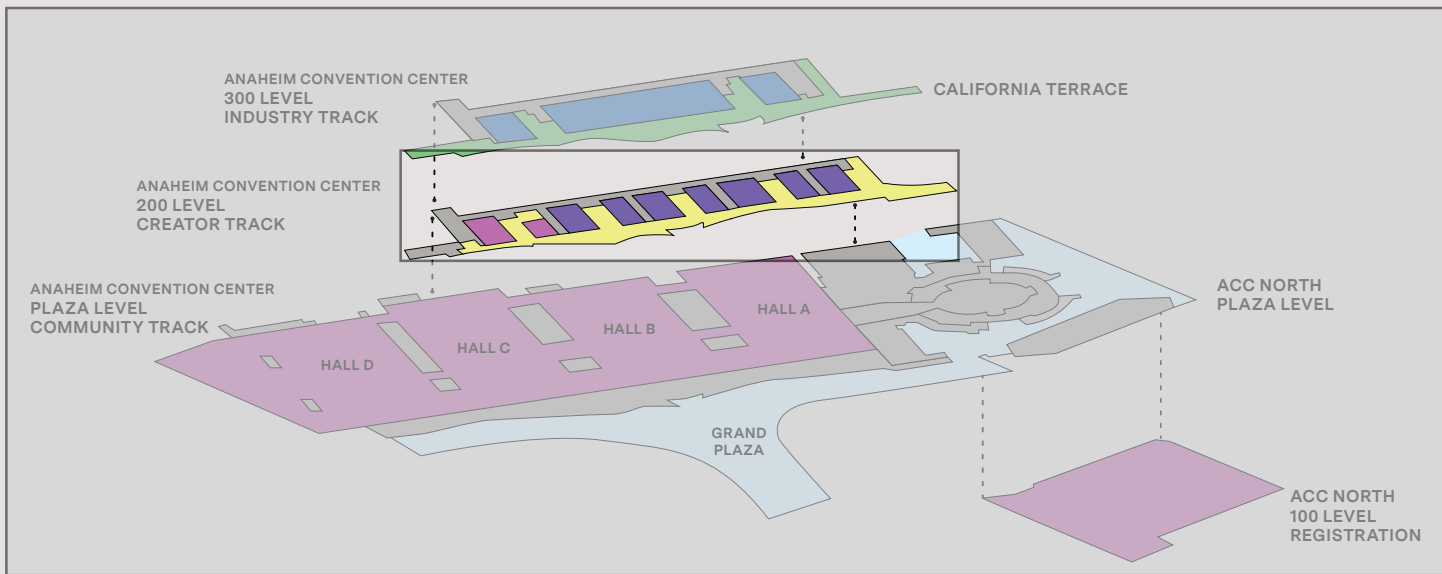


# ACC 200 LEVEL CREATOR TRACK MAP

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## VIDCON ANAHEIM 2024



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You're at VidCon in person — but you can also take the magic home with you! With our Creator & Industry On Demand Subscription, catch up on a curated library of sessions you missed and rewatch your favorites, all without leaving your couch. Get a year of unlimited access to the existing library of Creator and Industry Track content from the 2023 US VidCon events at your fingertips, with VidCon Anaheim 2024 content dropping mid-July and VidCon Baltimore 2024 content dropping mid-October. Visit [ondemand.vidcon.com](https://ondemand.vidcon.com) to subscribe!

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## GET A DISCOUNT ON YOUR SUBSCRIPTION!

If you're attending VidCon 2024 with a Creator or Industry Track ticket, enjoy an exclusive discount on your Creator & Industry On Demand Subscription (even if you are already a subscriber)! Scan the QR code to request your discount now! Note: If you are a current subscriber and request the discount, you will be charged the discounted price when your subscription is renewed after your initial year expires.



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# WATCH YOUR PASSION PAY OFF



# INDUSTRY

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# VIDCON'S 2024 INDUSTRY TRACK THEME: THE CREATOR ECONOMY COMES OF AGE

With the peak of frothy hype cycle behind us, the creator economy is entering a new era. What began as a disruptive force driven by independent content creators is now a sophisticated, multibillion-dollar industry firmly entrenched as a market force and core part of the global economy.

But growing up always comes with growing pains.

Creator-led companies are becoming complex corporate enterprises with multiple channels, products, and services, while building new operating playbooks in real-time. Macroeconomic headwinds hint at a potential industry shakeout on the horizon. Emerging technology — especially AI — is beginning to fundamentally reshape content creation and the business world at large.

How can we address these growing pains and make sure the end result is a healthy, mature, and sustainable ecosystem? Check out the Industry Track schedule below where pioneering creators and industry leaders from entertainment, marketing, retail, and more take the stage to share insights and ideas about what's on the horizon and what it will take to thrive as **the creator economy comes of age**.

## **INDUSTRY TRACK SUB-THEMES:**

### **THE 'ADULTING' OF THE CREATOR ECONOMY:**

What it means to be a "creator" has broadened to the point of demanding language and business frameworks that don't yet exist, and companies built by on-screen talent are morphing into complex corporate entities that often lack the institutional infrastructure required to operate at scale. These sessions unpack the terminologies, playbooks, and practices needed as we enter this new era.

### **COMMERCE & RETAIL IN A CREATOR-FIRST WORLD:**

Creators and community-first media have upended the dynamics of traditional retail by launching bespoke products and services or partnering with retailers and consumer brands in innovative ways. These sessions explore challenges and opportunities for creator entrepreneurs and unpack what it means for commerce and retail in the year to come.

### **EVOLUTION OF ENTERTAINMENT & STREAMING: NICHE CONTENT, NEW MONETIZATION MODELS, GLOBAL AUDIENCES:**

Creators have been a disruptive force in the traditional entertainment landscape. What implications does this have for the future of production, distribution, and deal-making? What role will technology play in addressing audiences with global scale but niche interests? These sessions explore today's entertainment landscape, and unpack changing audience dynamics, new monetization strategies, and more.

### **MONEY MATTERS: MACROECONOMICS, VENTURE CAPITAL, PE:**

Macroeconomic headwinds and changes in the investment landscape make interest from private equity and consolidation or rollups more likely for the creator economy. How will this shake out and what will it take to avoid the pitfalls of burst bubbles from past cycles? These sessions explore today's economic realities, and unpack what's on the horizon for a mature creator economy.

### **NEXT GEN DYNAMICS FOR BRANDS & CREATORS:**

The relationship between creators and brands has become more sophisticated, more strategic, and more complex. How are marketers thinking about the evolution from influencer marketing to creator marketing? Which partnership models are proving most effective, and how are all parties rethinking the evaluation of success? These sessions explore the future of marketing, and unpack new strategies for brands and creators.

### **AI & THE CREATOR ECONOMY: POSSIBILITIES & POTENTIAL PITFALLS:**

AI is transforming the creator economy, redefining the boundaries of creativity, and opening new opportunities for creative expression and the means of producing content. While brimming with potential, AI also introduces a host of challenges. This segment explores AI's prospects and possible pitfalls, unpacking strategies for industry leaders to

# INDUSTRY TRACK SCHEDULE

## THURSDAY, JUNE 27

9:45 AM – 10:15 AM

### The End of the Beginning: Theorist's Next Era

**BALLROOM AB**

**MatPat, Stephanie Patrick**

Matt and Stephanie Patrick kick off VidCon's Industry Track with a can't-miss candid conversation about their journey as entrepreneurs and leaders of a multi-faceted media company on the precipice of a generational shift. How have they built Theorist into a brand with lasting impact? What's on the horizon for their media empire, and what are the implications of this new era on the overall creator landscape?

*Moderated by: Colin and Samir*

10:15 AM – 10:40 AM

### Beyond the Org Chart: Creator Operators Deep Dive

**BALLROOM AB**

**Brian Flanagan, Zach Miller, Shelly Soriano**

COOs were a huge and buzzy topic among top creators in 2022 and 2023. Many did indeed hire them — and now, after a year or two in the trenches together, how's it going? A power panel of leading executives from creator companies will share insight into this crucial yet still developing role. When is the right time to hire a COO, how can creators find the right match, and what are the optimal dynamics between creators and their top operators?

*Moderated by: James Creech*

10:40 AM – 11:05 AM

### Babish's Culinary Universe: Exploring the Ingredients of a New Media Empire

**BALLROOM AB**

**Andrew Rea**

**(Babish Culinary Universe)**

Andrew Rea, chef and creator of the Babish Culinary Universe, shares his journey transforming a YouTube cooking show into a diverse empire spanning multiple channels, product lines, books, and the soon-to-be launched IRL Bed & Babish. Get an inside look at what it takes to scale from a solo talent to new media mogul, both creatively and operationally, and find out what's to come from this expanding universe.

*Moderated by: Kaya Yurieff*



10:45 AM – 11:25 AM

### Creator Commerce: The Next Wave

**BALLROOM D**

**Saurabh Shah, Jacquelyn Kalic, Will Baumann, Jon Leland**

A new era of creator entrepreneurs is upon us, evolving far beyond on-demand merch and early DTC products and strategies. As partner networks and supply chains become more complex, how can creators be assured that products feel like a direct, authentic extension of their brand, and ultimately meet the expectations of their fans? This session explores emerging trends in creator-driven commerce, examining different strategies for building brands that redefine the landscape of commerce and retail.

*Moderated by: Lauren Schnipper*

11:00 AM – 11:45 AM

### Cutting Through the Noise: Mastering Multi-Platform Social Video Programming

**ROOM 304ABC**

**Rian Bosak, Julia Moonves, Phil Ranta**

How can digital publishers and media brands cut through the noise to build long term audience relationships and maximize the power of their content libraries? Navigating each platform's unique product features, algorithm changes, and audience preferences is a constant struggle for any content programming strategy, and FAST can be an opaque and challenging world to break into. This panel unveils the new era of creating deep, sustainable engagement, transforming your channels into thriving brand destinations that drive long term business outcomes.

11:05 AM – 11:30 AM

### Creator Careers & the New Executive Talent Pool

**BALLROOM AB**

**Sophie Lightning Jamison, Matt Story, Peter Hollens, Patrick Stevenson**

Join this panel of creators and executives to unpack the breadth and depth of career paths available to creators. Creators who've crossed the chasm to become executives share insight into their journey, and executives from traditional industries dig into how employers should think about finding and retaining creator talent. Find out what's required for all stakeholders — creators, hiring companies, and managers — to thrive in a world where creator skillsets are hugely valuable to multiple industries.

*Moderated by: V Spehar (@underthedesknews)*

11:15 AM – 12:00 PM

### Small Business & the Creator Economy: Main Street in the Stream

**BALLROOM C**

**Tyler Chou - The Creators' Attorney, Brent Underwood - Ghost Town Living, Michael Ebel**

Everyone knows creators are small businesses, but now many small businesses are either working with creators or becoming creators themselves. From doctors and tutors to lawyers and restaurateurs, small business owners are leveraging the creator economy to drive business success like never before. How can business owners — even those with limited content and media experience — lean into the creator economy to fuel growth? Which tools, tech, and services are most useful, especially when it comes to finding the right audience on global platforms driven by complex algorithms? Find out from this panel of SMBs and solopreneurs!

*Moderated by: Avi Gandhi*

11:45 AM – 12:15 PM

### The Sorry Girls: Building a Media Company for Long-Term Success

**BALLROOM D**

**Kelsey MacDermaid, Becky Wright**

With burnout on the rise and near-weekly announcements of retirements, how do you build a digital media company that will stand the test of time? The Sorry Girls founders, Kelsey MacDermaid and Becky Wright, started their channel over 13 years ago and have built it into a sustainable business with a majority-female team and diversified revenue streams. In this fireside chat, they candidly address their challenges and successes, when to pass on brand partnerships, and how their company values influence how their business is run.

*Moderated by: Shira Lazar*



12:00 PM – 12:25 PM

**Community, Purpose, & Culture:  
The CMO's POV**

**BALLROOM AB**

**Kimberly Paige**

As the creator economy evolves and expands, it's become clear that fans and influencers alike desire more than one-sided conversations — they want community. This shift opens opportunities for brands to become community builders — creating dialogue, encouraging engagement, and ultimately making audiences feel seen and heard. In this conversation, BET CMO Kimberly Paige shares insight into the critical need for brands to rethink marketing through the lens of community and culture, unpacking how BET has stretched conventional campaign boundaries, leading to transformative growth and innovation.

*Moderated by: Taylor Lorenz*

12:15 PM - 1:00 PM

**Blurred Lines: When Content Creation & Entrepreneurship Converge**

**ROOM 304ABC**

**Jason Y. Lee,  
Tips Out, Sam Denby -  
Wendover Productions**

The next billion-dollar business will be built by entrepreneurs who've morphed their content and communities into scalable marketing machines — but not for the benefit of brand partners. These innovators are making content the cornerstone of marketing for their own standalone companies and products, ultimately building such big businesses that it's no longer clear whether to call them creators, founders, or something entirely new! Hear from the people driving this shift, and blurring the lines between creators, founders, and pioneers of a new business era.

*Hosted by: Eric Wei (@trykarat)*



12:25 PM - 12:55 PM

**The NFL's Trailblazing Approach to Creator Partnerships**

**BALLROOM AB**

**Kim Larson, Adam W, Ian Trombetta**

With the rise of the creator economy, major professional sports leagues are redefining modern sports marketing to seek out innovative ways to engage — and expand — their fan base and make sports more inclusive. Content creators — experts in educating, entertaining, and exciting their audience and communities — are being drafted to provide fans with multifaceted ways to engage with the game and their favorite teams. This season, the NFL,



together with YouTube and Whalar, uncovered the power of reach and engagement creators have on the sports industry. The panel will explore how creators give fans a unique and enhanced game-day experience and extend the sport's influence on a new, younger, and diverse generation of fans.

*Moderated by: Jo Crank*

12:45 PM – 1:30 PM

**LinkedIn: The Sleeping Giant of Influencer Marketing**

**BALLROOM D**

**Pete Cashmore, Brendan Gahan,  
Ruben Hassid, Jérémy Boissinot**

Discover the transformative journey of LinkedIn, from a professional networking site to a thriving influencer marketing goldmine. LinkedIn has seen explosive creator growth, including a 24% increase in content and the launch of 150K newsletters. Brands are beginning to capitalize on this evolution — engaging with this affluent and professional audience through innovative influencer campaigns. With insights into the platform's recent milestones, including reaching 1 billion users and the launch of tools facilitating creator-brand partnerships, we'll uncover why LinkedIn is now the platform where substance meets influence.

*Moderated by: Jasmine Enberg*

1:15 PM – 2:00 PM

**Living Room Takeover: YouTube's CTV Revolution**

**BALLROOM C**

**Kinigra Deon, Danyel Mendoza, Mateo Price**

Families gather round because 2024 is the Year of the Living Room. Join us as we delve into YouTube's explosive growth on connected TV (CTV) platforms and discover how creators and media companies are adapting to dominate the living room scene. This session will feature a detailed product overview and highlight the success stories of individual creators, creative teams, and traditional media companies. Learn how to harness the power of YouTube CTV and turn your content into a living room staple. Don't miss this deep dive into the next frontier of digital entertainment!

*Moderated by: Kurt Wilms*

1:30 PM – 2:30 PM

**Brand Case Stories: What's Working, Why and How in Today's Creator Economy?**

**ROOM 304ABC**

**Gabe Gordon**

In this session, a series of brand-led case studies showcase the increasingly strategic and sophisticated ways they're engaging with the creator ecosystem. You'll hear from a diverse group of brands, with real-world examples and actionable insights. Gabe Gordon, CEO of Reach Agency, returns to host this annual look at "what works and why" in today's creator economy.

**Case I: How Burger King Ruled the Beat: Making the Most of a Tentpole Moment**

**Steve Flores, Nicole Rosesberg, Jenny Wang**

Discover how partnering with creator communities rewarded fans and became the winning ingredient for Burger King to continue the pop culture conversation.

**Case II: How the NFL & Nickelodeon Reeled in Gen Z and Gen Alpha by Leveraging the Metaverse**

**Sam Fink, RJ Larese, Abby Jackson**

Learn how the NFL, in partnership with Nickelodeon & Gamefam, brought football to a new generation of fans via a virtual Nickmas & Super Bowl event on Roblox that garnered over 75 million visits. This case study explores how reaching Gen Z & Alpha in an authentic way — in the places they hang out — can deliver measurable ROI.

2:00 - 2:25 PM

**Follow the Money: Creator Economy Economics**

**BALLROOM AB**

**Megan Lightcap,  
Kaya Yurieff,  
Jasmine Enberg**

From size, scope, and scale, to the outlook for venture funding, and a deep dive into what deal flow can tell us about the creator landscape in the coming year, three short talks by industry experts unpack how money is flowing in and around the creator economy. Following their presentations, speakers sit down for a moderated conversation to dig into the economics of a maturing ecosystem.



# INDUSTRY TRACK SCHEDULE

THURSDAY, JUNE 27

2:25 PM - 2:50 PM

## Creator Census – Data-Driven Thinking Beyond Analytics Dashboards

BALLROOM AB

*Meredith Levine, Stephanie Patrick, Hank Green*

A singular focus on digital analytics means many creators and media makers are missing invaluable insights that often exist outside the realm of content optimization and social listening. Traditional market research methods — surveys, focus groups, ethnographies, and more — are helping some of today's most successful creators inform strategic decision making via qualitative and quantitative audience research. This session digs into how creators gather data using opt-in samples from their communities to think beyond the dashboard and guide the future of their businesses.

2:20 PM - 3:05 PM

## Exploring the Impact of AI on Marketing & the Creator Economy

BALLROOM C

This two-part session goes deep on how brands are thinking about AI, digging into new attitudes and practices as well as how AI is changing the nature of marketing.

### Part I: AI as a Creative Muse: How Marketers Are Approaching Generative AI in the Creator Economy

*Becky Owen*

Discover the hype behind generative AI and its transformative impact on creator marketing as creator agency Billion Dollar Boy highlights the agency's original research. Join us to uncover their findings and learn why the majority of marketers are increasing ad spend on generative AI creator content and strategically working with creators to integrate AI into content.

### Part II: Algorithms, AI, Auctions, & Attention: How Creators Became the Performance Engine of Paid Social

*Peter Hollens, Goldie Chan, Noah Jennings, Becky Owen*

With the rapid pace of change across social platforms and in user behavior, the most performant and sophisticated brands are leaning into creator-led content to drive their paid social efforts. But why? In this session, industry experts share insight into the current

state of social media, unpacking why now more than ever creator content is an essential ingredient of any brand's asset repertoire. We'll deep dive into how creators drive consumer discovery, engagement, and loyalty, and we'll uncover the key opportunities and strategies that your brand should be taking advantage of now with creators to drive greater efficiency and effectiveness of your advertising dollars.

*Moderated by: Jason Nichols*

2:35 PM - 3:10 PM

## Charting Independent Paths: Empowering Artists Beyond Labels

BALLROOM D

*Ryan Ruden, Baasik, Black Gryph0n*

Dive into the world of independent music with host Ryan Ruden, artists Black Gryph0n and Baasik, and other industry experts as they discuss transitioning away from traditional labels to embrace a DIY approach. This session will cover the creation of dedicated fan communities, innovative monetization tactics, and the use of social media for community engagement, capped off with an open Q&A on thriving independently in today's music industry.

*Moderated by: Ivana Kirkbride*



3:00 PM - 4:00 PM

## YouTube Keynote: Creators + Fans: How Passion Pays off on YouTube

BALLROOM AB

*Kevin Allocca, Amjad Hanif*

Join Kevin Allocca, Global Director of Culture and Trends, and Amjad Hanif, VP of Product Management for YouTube Creators, for the YouTube keynote. Hear about the incredible products, trends, and fan communities that are transforming the creator economy to bring new opportunities for creation, connection, and career building on YouTube.

3:40 PM - 4:40 PM

## Content Creation & Investment Show

ROOM 303AB

*Presented by KOCCA*

*Sorang Park, Woojin Park, Min H. Imm, Jungsun Kim, Jay Lee, Jon Sang, Edgar Kim, Lee Hyun Wook, Rhee, Handae, Jeon, Pyung Kang*

Sponsored. Seize the opportunity to connect with internationally celebrated Korean producers! For media outlets, platforms, investment firms, IT enterprises, and brands seeking the next big hit from Korea, this session promises networking opportunities that will forge substantial business relationships with one of the most sought-after Korean content creators, webtoon companies, and K-pop production houses.

3:55 PM - 4:30 PM

## Instagram Creator Culture: Trends, Insights, & What's Next

BALLROOM C

*Amy Garczynski, Leah Butler*

Instagram has transformed creator culture and continues to play a key role in the evolving creator ecosystem. Creators come to Instagram to create, connect, grow their audience, and build their business. In this session, culture experts will highlight emerging trends, insights, and topics shaping the creator culture on Instagram and beyond.

*Moderated by: Dan Toffey*

4:00 PM – 4:45 PM

**Talent Management in the Creator Era**

**ROOM 304ABC**

**Stephanie Wahlers, Josh DeAngelis, Nate Ruff**



Join leading talent managers and executives from creator-focused firms as they share insights into how they've developed a suite of services bespoke to the needs of today's high-profile creators. They will unpack how these firms seamlessly integrate content strategy, community engagement, and innovative monetization strategies. What does it mean to have a creator-first approach built into your corporate DNA? What unique challenges have they navigated as a result of managing digitally native talent? Don't miss this comprehensive look at modern talent management and how it empowers creators in agile and holistic ways

**Moderated by: Anhar Karim**

**FRIDAY, JUNE 28**

9:45 AM - 10:00 AM

**Opening Remarks**

**BALLROOM AB**

**Brent Weinstein, Chief Development Officer, Candle Media**

Long time VidCon advisor and Chief Development Officer, Candle Media, Brent Weinstein sets the stage for Day 2 of Industry Track, highlighting key topics and themes being covered in today's programming.



10:00 AM – 10:30 AM

**State of the Creator Economy**

**BALLROOM AB**

**Marc Hustvedt**

Back by popular demand, MrBeast President Marc Hustvedt kicks off the second day of VidCon's Industry Track with a deep dive into the current and near-future state of the creator economy.

10:30 AM – 11:00 AM

**Civic Engagement in a Digital World**

**BALLROOM AB**

**Christian Tom**

Join Christian Tom, Assistant to the President and Director of the White House Office of Digital Strategy, for insight into the office's collaborations with creators and influencers and the role these play in connecting with Americans on important topics. This important conversation will address how digital platforms and influential voices contribute to national conversations about policy and advocacy in today's media landscape.

**Moderated by: Jessica Yellin**

10:35 AM – 11:15 AM

**Affiliate Marketing: No Longer a "Dirty Word"**

**BALLROOM D**

**Madison Luscombe, Sally Phelps, Reesa Lake, Anna B. Daly, Ellie Heisler**

This panel will explore the explosion of affiliate marketing as a major source of revenue for creators. Hear from a creator making six figures a month and managers building out their clients' affiliate pipelines to brands and platforms who are evolving how they intersect with creators today and companies who look to move further down the conversion funnel. This panel will feature the entire ecosystem to learn and to be successful in this revenue stream.

**Hosted by: Larry Shapiro**

10:45 AM – 11:30 AM

**Creator vs Corporate Creative: Authentic Influence in Advertising**

**ROOM 304 ABC**

**Austin Null, Jason Nichols, Hector Benavides, Thomas Ma, Aditi Rajvanshi**

It's clear UGC and creator-led content have immense power when it comes to forging authentic connections with consumers. How are brands leaning into creator-driven content? Industry experts share insight into the current state of UGC and creator-led

marketing, exploring how to collaborate with influencers to ensure that UGC not only aligns with business goals but also enhances consumer engagement and brand loyalty.

**Moderated by: Kai Watson**

11:00 AM – 11:30 AM

**Influencing Impact: Can Creators Save the World?**

**BALLROOM AB**

**V Spehar (@underthedesknews), John Green, Drea Okeke (Drea KnowsBest)**



As we navigate a complex social and political environment, it's crucial to acknowledge the influential power — and responsibility — of creators in shaping public discourse and values. From fighting dis/misinformation, to increasing voter turnout and driving change when it comes to important social and cultural issues, these creators are using their platforms to fight injustice and build a better world. Discover how they are translating influence into impact, educating their audiences, and ultimately inspiring action and meaningful change.

**Moderated by: Amanda Siberling**

11:00 AM – 11:45 AM

**Creator Economy Deep Dive: Metrics, Measurement, & Attribution**

**BALLROOM C**

**Zach Ferraro, Kimberly Phan, Josh Sadowski, Tim Jablonski, Michael Carroll**

The creator economy has matured to the point of requiring more sophistication around metrics, measurement, and attribution. Though there's growing agreement about followers and likes not being an adequate (or even accurate) measure of impact/value, we're still in the early days of finding consensus around what to measure and how to do it in a way that provides creators and their partners with the insights that matter. Part philosophical debate about "what, why, and how" and part showcase of emerging tools and tech, this session goes deep on the current and near future state of creator economy measurement.

**Moderated by: Michael J. Lambie**

# INDUSTRY TRACK SCHEDULE

## FRIDAY, JUNE 28

11:35 AM - 12:05 PM

### Creator Acquisition: What Works & What Doesn't

**BALLROOM D**

**Nikola Sokolov, Loren Pietra, Leticia Hirabayashi, Allison Yazdian**

Many creator economy startups have failed over the last three years because they haven't been able to get creators to use their products. Going to market in the creator economy is often compared to B2B or SaaS marketing, but many have tried and failed at using those businesses' standard tactics. Creators are a unique category of customer, so in this session, we're going to learn from executives who have successfully acquired creators to drive the growth of their businesses, exploring the strategies and tactics they've used successfully.

**Moderated by: Avi Gandhi**

12:00 PM - 12:30 PM

### Creators Are the Next Hollywood

**BALLROOM AB**

**Albie Hecht, Alexis Rice, EvanTube**

Ryan's World Movie: Titan Universe Adventure is the first wide release of a theatrical film starring all creators. This follows a year of shifts in where audiences consume content, from YouTube announcing over 30% of viewers watching on TVs, to theaters seeing a surge in fierce-fandom audiences flocking to seats. Industry leaders discuss the new frontier for creator content on the biggest screen.

12:00 PM - 12:45 PM

### Masterclass: Unlocking YouTube's Algorithm

**ROOM 303AB**

**Presented by YouTube**

**Gwen Miller, Todd Beaupré, Rene Ritchie**

Sponsored. This session cracks the code for YouTube's algorithm, demystifying what it takes to succeed in a multi-format world. From navigating copyright laws to leveraging advanced monetization paths as well as new Gen AI tools for smarter tagging, this masterclass showcases how to build a content portfolio that adapts and excels in today's competitive media landscape.



12:05 PM - 12:45 PM

### The New Music Economy with Questlove, Michael Huppe, & Ash Stahl

**BALLROOM C**

**Questlove, Michael Huppe**

The most enduring successful creators live in the moment, honor the past, and plan for the future. They pay attention and evolve with technology, capitalizing on the business and revenue opportunities of emerging and evolving platforms while remaining true to their passions. Ahmir K. Thompson — the multihyphenate better known as Questlove — is the epitome of a diversified creator as co-founder/co-frontman/drummer of The Roots, late-night television mainstay (The Tonight Show with Jimmy Fallon), podcast host (Questlove Supreme), producer, DJ, author, educator, and film producer and director. Explore the business of creating quality content and maintaining integrity while exploiting the revenue opportunities of new and evolving platforms.

**Moderated by: Ash Stahl**

12:15 PM - 1:15 PM

### Long, Short, Vertical, Horizontal: Decoding Direction & Duration

**ROOM 304 ABC**

**Adorian Deck, Aaron Burriss, Tim Jablonski, Glenn Ginsberg**

A panel of leading industry executives and content creators dive into the ongoing debate around short-form vs long-form and horizontal vs vertical video content. What works best in which contexts and why? How can creators efficiently produce and distribute optimal formats? This session explores how creators are leveraging different video formats to maximize audience engagement and monetization opportunities.

**Moderated by: Emmy Liederman**



1:35 PM - 2:05 PM

### What's Next with Cody Ko & Jason Y. Lee

**BALLROOM AB**

**Cody Ko, Jason Y. Lee**

Long time creator Cody Ko joins Jubilee CEO Jason Y. Lee for a conversation about what's new (and what's next!) in the evolving world of media and entertainment.

1:35 PM - 2:15 PM

### Rise of Gen Alpha: Now & Next

**BALLROOM D**

**Margie Papa, Alex Cammy, Sydney Jenner**

Many marketers were caught off guard by the emergence of Gen Z and found themselves quickly strategizing around Z's unique mindset and behaviors. The surprising truth is: as quickly as we transitioned to Gen Z, it's already time to plan for the next cohort because Gen Alpha isn't far behind. Though only 12 and under, they've lived through many unique experiences that have shaped their worldview. In the next five years, they'll become more autonomous and more independent in their spending power, making it crucial to understand how to future-proof the impact they'll have on brands as they become the target demographic for many. This session explores Gen Alpha's identity and their connection with media and brands, identifying how media and brands can prepare.

2:05 PM - 2:30 PM

### Unilever on the Future of Influence

**BALLROOM AB**

**Casey DePalma, Steve Ellis**

Casey DePalma, Unilever's US Chief Brand Communications Officer, sits down with Steve Ellis, Paramount Advertising COO, for a marquee conversation about the venerable brand's perspective on the past, present, and future of the creator economy. Don't miss this important conversation with one of the world's biggest brands.

2:15 PM - 3:00 PM

### Ending the Stream vs Mainstream Debate

**BALLROOM C**

**Adam Rose, Alan Chikin Chow, JT Casey, Bernie Su, Arleta Fowler**

Digitally native creators are forging new paths, with careers that simultaneously span social media and more traditional forms of entertainment, including film, television, and print media. No longer is digital considered a jumping off point that should

be “graduated” from — today’s multi-talented creators are building multi-platform careers, ultimately changing the nature of media and entertainment forever. How do these creators think holistically about the content they create, and about connecting authentically with their fans regardless of platform or context? Find out during this insightful conversation.

**Moderated by: Joe Penna**

2:35 PM - 3:35 PM

**Navigating the Future: How AI Is Transforming Content**

**ROOM 304 ABC**

**Rosie Nguyen, Goldie Chan, Paul Bakaus**

This immersive hour-long session unpacks the massive impact AI is having on the creator economy through insights from industry experts, live demos of cutting-edge AI tools, and open Q&A with pioneers in the field. Attendees will gain a broad understanding of the current and future applications of AI, highlighting strategies and tools that creators are using to reshape content creation, distribution, and monetization.

**Hosted by: Ben Relles**

2:55 PM - 3:35 PM

**The Future Will Be Diversified**

**BALLROOM D**

**Nathan Kessel, sidneyraz, Leslie Morgan, Patrick Reese**

Economic and regulatory uncertainty along with ever-changing algorithms and platform policies mean creators must own their destinies, making platform and revenue diversification key to a sustainable business and career. From direct-to-fan distribution and off-social short form to the development of new products, services, and more, smart creators are building audiences and generating income in innovative ways. Join leading creators and industry experts for insight into this new normal, unpacking how to diversify content and revenue while maintaining authentic connections with fans, regardless of platform or context.

**Moderated by: Renee Teeley**



3:10 PM - 3:30 PM

**Caspar Lee: Pioneering the Creator to Executive & Entrepreneur Pipeline**

**BALLROOM AB**

**Caspar Lee**

The maturing of the creator economy has opened enormous possibilities for creators to define unique career paths that span different seasons of their lives.



This hasn't always been the case — OG YouTube star Caspar Lee had to create these pathways himself, one step at a time. How did he navigate the transition from creator to executive and entrepreneur, and what has he learned along the way? One of the ecosystem's earliest pioneers shares insight into his journey as well as predictions about the next chapter of growth for creators and the changing landscape of marketing, media, entertainment, commerce, and more.

**Moderated by: Jim Louderback**

3:30 PM - 3:55 PM

**Smosh Leadership Roundtable: Scaling a Creator-First Company**

**BALLROOM AB**

**Alessandra Catanese, Kiana Parker, Ian Hecox, Anthony Padilla**

Nearly a year to date after taking the company back into their own hands, Ian, Anthony, and Smosh CEO Alessandra Catanese sit down for a candid conversation about operating a creator-first company in today's ever-changing digital economy. From establishing the right C-suite and building operational processes bespoke for a creator-driven company to ensuring the company's mission and ethos carries throughout the entire organization, find out how Smosh is creating a new blueprint for achieving scale and longevity.

**Moderated by: Jon Youshaei**

3:35 PM - 4:15 PM

**How Brands Can Level Up with Women Gamers**

**BALLROOM C**

**Phil Ranta, Abby Jackson**

Women make up nearly half of all gamers, yet their influence is often untapped. This panel aims to delve deep into the experiences, preferences, and immense potential that women gamers represent for brands. We will explore how brands can genuinely connect with influential gaming creators to broaden their reach, and how to craft marketing strategies that resonate authentically with women gamers.

**Moderated by: Elizabeth Del Valle**

4:20 PM - 4:55 PM

**The Beginning of the Middle: Looking Ahead with Early Architects of the Creator Economy**

**BALLROOM AB**

**Matt Gielen, Zach Blume, Ivana Kirkbride, Lauren Schnipper, Caspar Lee, Shira Lazar, Sarah Penna, Brendan Gahan**

What lies ahead as the creator economy enters a new era of maturity? No one knows better than the people responsible for transforming this ecosystem from its earliest days. Don't miss this conversation about future trends, potential challenges, and untapped opportunities in the evolving creator landscape.

**Moderated by: Josh Cohen & Jim Louderback**



# INDUSTRY TRACK

## LOUNGE & RECEPTIONS

### Industry Track Welcome Reception

HILTON LANAI DECK

Wednesday, June 26 | 5:00 PM – 7:00 PM

Welcome Industry Track attendees! Kick off VidCon with a drink, new friends, and colleagues on Wednesday, June 26 at the Hilton Anaheim on the Lanai Deck.

### Industry Track Lounge

ACC BALLROOM E

Thursday, June 27 | 9:00 AM – 5:30 PM

Friday, June 28 | 9:00 AM – 5:30 PM

Come and unwind in the Industry Track Lounge. This is a space where Industry Track attendees can network, collaborate, recharge, and chat about the latest happenings at VidCon!

### Industry Track Reception

ACC CALIFORNIA TERRACE

Thursday, June 27 | 4:15 PM – 6:15 PM

Join us for the VidCon Industry Reception, located in the ACC California Terrace. Mix, mingle, and network with other Industry Track attendees – the leaders, creators, and executives in the creator economy. Beer, wine, and non-alcoholic beverages will be provided, and cash bars will also be available for additional liquor options.





# INDUSTRY TRACK

## NETWORKING

Networking is core to VidCon's Industry Track experience and the official VidCon app has everything you need to make networking easy and efficient!

On iOS or Android devices, search VidCon Global, and download the official app. A networking invitation email was sent to the email address listed on your ticket. This email contains your login credentials (your email address and ticket serial ID) as well as a button to start networking. If you click that button, your login credentials will be automatically populated.

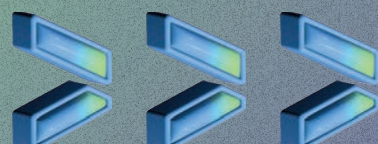
You will then be prompted to complete a series of questions that will allow the app to best match you with other attendees that make sense for you to meet. Some of these questions require answers, some do not, but the more answers you fill out, the better your networking experience will be. You will be able to request meetings with other

attendees and schedule a day and time to meet on site at VidCon Anaheim. The full schedule is incorporated into the app to help you plan your meetings around the sessions you would like to attend.

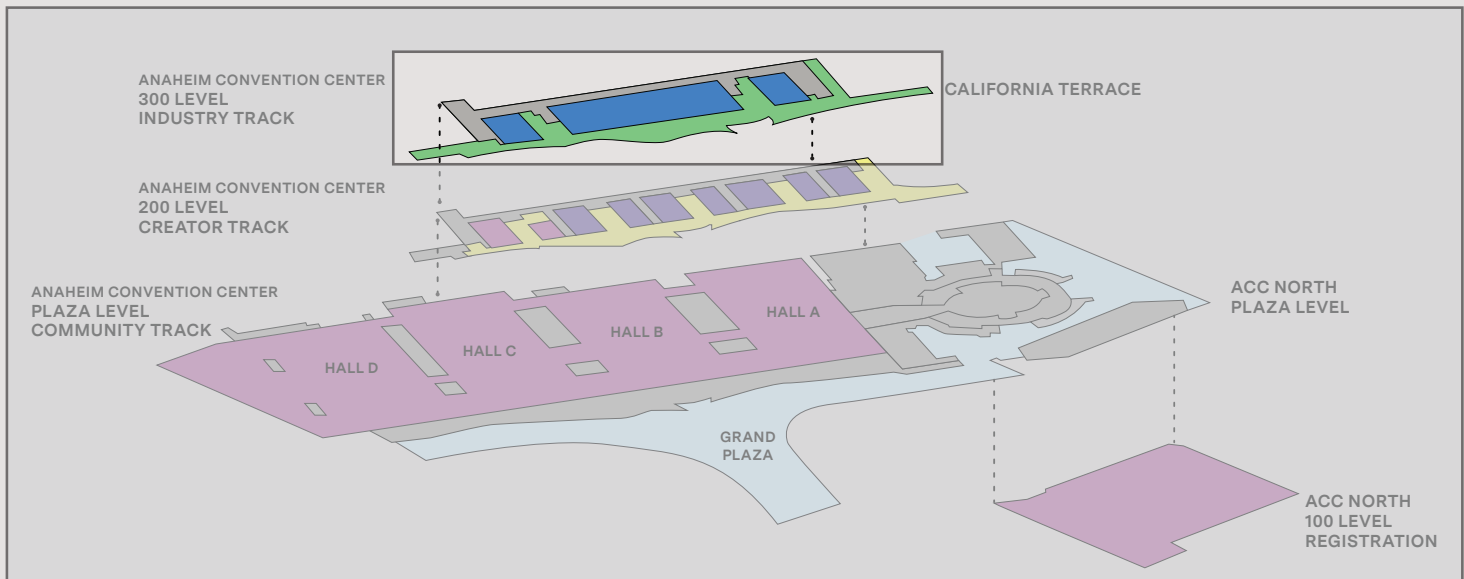
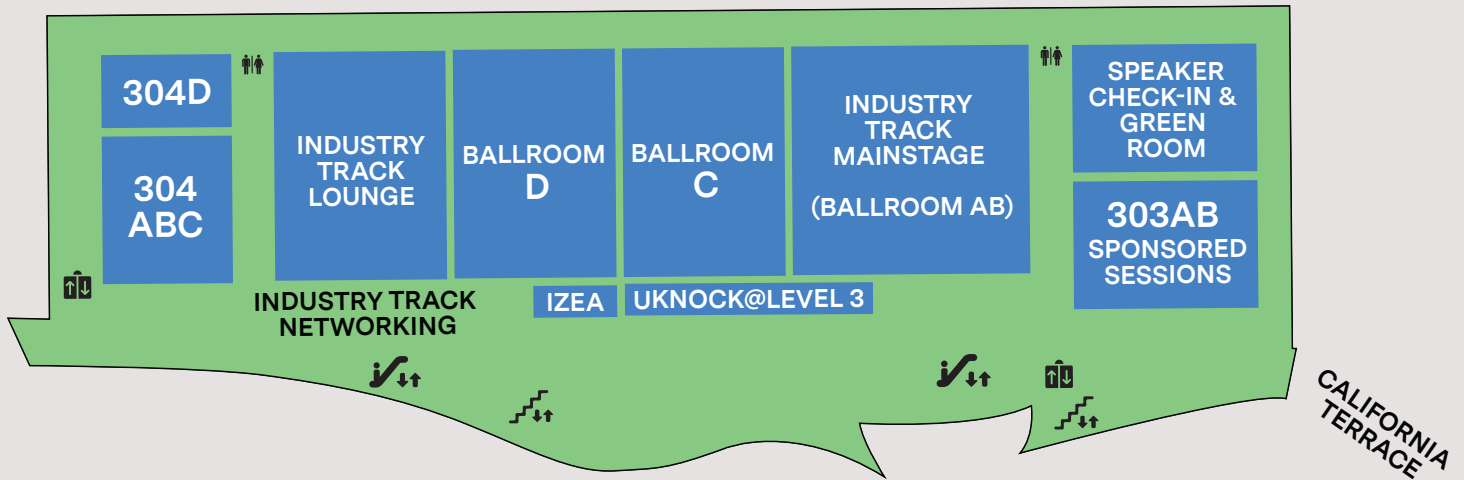
The networking lounge is located in the ACC 300 Level Lobby outside of Room 304. It will be open exclusively to Industry Track (including Industry - Exhibitor and Sponsor Industry), Speaker, and Full Access ticket holders during the following hours:  
Thursday, June 27: 9:00 AM – 4:00 PM  
Friday, June 28: 9:00 AM – 5:30 PM  
Saturday, June 29: 9:00 AM – 5:00 PM

**If you are unable to log into the app and need assistance, please stop by the Info Desk in Lobby C or the Registration Help Desk in ACC N 100.**

Download the VidCon app and get networking!



# ACC 300 LEVEL INDUSTRY TRACK MAP



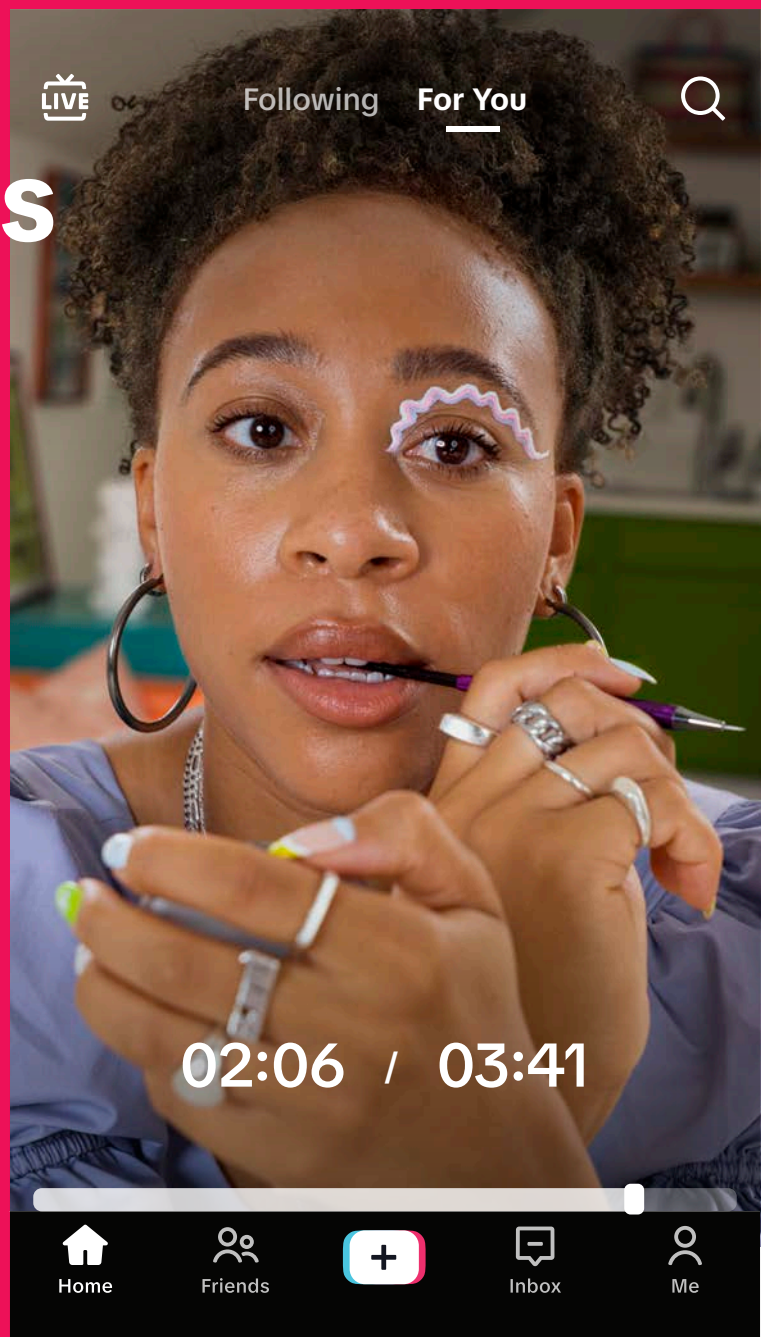
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Content Creation & Investment Show

3:40 PM ~ 4:40 PM, 27 JUNE

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M E D I A

VIDCON ANAHEIM 2024

26~29 June 2024 | ACC Level 1 **BOOTH #309**



Ministry of Science and ICT

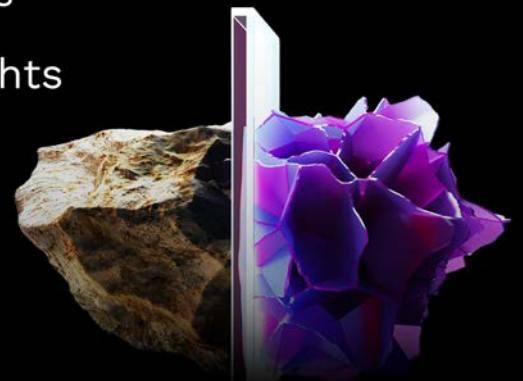


RAPA Korea Radio Promotion Association

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# GROSSMOSH!

BARF! BOOTH 1019



Booth 1019

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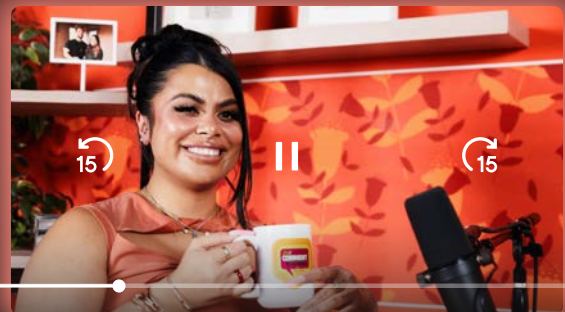


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# MORE THINGS

## SUSTAINABILITY AT VIDCON

VidCon is committed to improving our production and lowering our carbon footprint every year. This means that each time you come back, hopefully, you'll see less waste, more reuse, and more conversation around everyday sustainable practices.

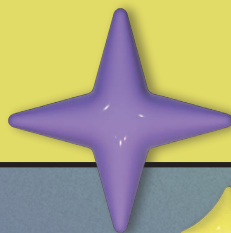
We already have the following practices in place at VidCon Anaheim:

- An event-wide environmental statement and mission
- A comprehensive recycling program across the convention center and hotels
- Food and beverage waste reduction via fewer single-use plastic items, smaller orders for parties and lounges, and donating suitable food items to local charities or food banks
- Repurposing old banners into upcycled merch and furniture, diverting them from the landfill (come see our Trash Arcade and Lounge in Hall C!)
- Donating reusable materials from sponsor builds to local organizations
- Decreasing our orders for single-use items like conference guides and badges
- Improved data collection specific to waste, electrical, water usage, and carbon emissions at the Anaheim Convention Center

At VidCon Anaheim 2023, we produced over 50 tons of waste — most of which goes into landfill. We are committed to bringing this number down significantly over time, but we definitely need your help to get there! Can you join us on our sustainability mission in 2024?

- Take only what you need, especially food, paper products, and event swag like conference guides.
- Opt for plant-based snacks and meals.
- Bring a water bottle with you to VidCon to refill at the convention center.
- Carpool with friends to the convention center or back to your hotels.
- Visit the activations in the Expo Hall and all around the event from sponsors who've committed to joining us on this sustainability journey.
- Share how you are living green before, during, and after VidCon and tag @VidCon.

Take the steps toward a greener VidCon with us!



## SHARE YOUR FEEDBACK



### WE WANT TO HEAR FROM YOU!

We are always striving to make VidCon an amazing experience for all attendees, so we want to hear all of the thoughts, feelings, and opinions you have! While you're roaming VidCon, be on the lookout for a VidCon Official Research Team member and ask to chat with them. Please also check your email next week for our survey about the event. Hearing from you makes us better!



## VIDCON BALTIMORE



### VIDCON IS HEADING BACK TO THE EAST COAST!

VidCon Baltimore 2024 will take place at the Baltimore Convention Center from September 26 – 29, 2024. With Community Track Single-day and multi-day Community, Creator, and Industry Track tickets available — this event will have something for everyone. Enjoy lounges, panels, networking, performances, meet & greets, and more. Tickets are available NOW at [vidconbaltimore.com](https://vidconbaltimore.com), and VidCon Anaheim attendees get a special discount! Use code **SUPERFAN** before July 26, 11:59 PM (PT) at checkout for 10% off your order. See you there!



# TO KNOW

# CODE OF CONDUCT

## IT IS VITAL TO US THAT VIDCON IS A SAFE PLACE FOR ALL ATTENDEES.

VidCon is a private event and people who mistreat or disrespect other people may be removed and not allowed to return for the duration of the event. In addition, VidCon reserves the right to permanently ban attendees and guests who do not comply with the Code of Conduct, including for future events hosted by VidCon.

Please use good judgment and be respectful. Also, please keep in mind that we are sharing the convention center campus and hotels with others, and it is our duty to be friendly neighbors.

By registering to be in attendance at VidCon, you hereby agree to the following:

### ACCESS

VidCon badges and RFID wristbands are required for attendance to all official VidCon events. Badges must be worn around the neck and visible at all times. Badges and RFID wristbands are non-transferable.

We do not clear rooms between events. All activities have limited capacity as set by the Fire Marshal, so even though your badge and wristband are required to access all activities, they do not guarantee you access to any activity if it has reached its capacity.

All meet & greets are of a limited nature and your VidCon badge and wristband do not guarantee autographs or photos in the Meet & Greet Hall.

### FEATURED CREATORS

The Featured Creators who participate in VidCon are excited to see attendees, but please be respectful. They need to be safe and we want to ensure all attendees are safe while moving around the event, so do not run at or crowd around Featured Creators in public walkways, near escalators, or around doorways.

Featured Creators also need to take breaks during the event, so attempting to follow them to their hotel, into shuttles, or to backstage areas or any other similar behavior is prohibited.

Purchasing a VidCon ticket does not guarantee that you will meet a particular Featured Creator.

### HARASSMENT

Disorderly conduct may include, but isn't limited to, any behavior that is illegal, unsafe, disruptive, discriminatory or causes discomfort to our attendees or guests. If someone doesn't want to talk to you, don't keep talking to them. If you do not have permission to touch someone, do not touch them. Please view our VidCon Anaheim Anti-Harassment Policy for more information.

Pranks that are emotionally, mentally, or physically harmful to any people or property at VidCon, actually or potentially, are prohibited. If we hear about anyone pranking in ways that are disruptive to the well-being of our guests, attendees or staff, responsive action may be taken, including but not limited to, being banned from future events hosted by VidCon.

### LISTEN TO STAFF

All VidCon attendees and badge purchasers must adhere to the instructions of all VidCon employees and agents, all security employees and agents, the staff of Anaheim Convention Center, and any and all law enforcement personnel.

### PROHIBITIONS

Alcohol, drugs, illegal substances, weapons, and items that can be mistaken as weapons are expressly prohibited, even if they are part of a costume. Masks or other headpieces that cover the entire face are not allowed. Large backpacks are not allowed, and other similar bags or containers are subject to search and may be prohibited. Unlawful sale or attempted sale of badges and RFID wristbands will result in the revocation of those credentials without refund.

### IMAGE RELEASE

VidCon is an event produced by, for, and about digital content enthusiasts. As such, VidCon may be recorded or reproduced by

VidCon, its designees, and/or attending participants. By registering to be in attendance at VidCon, you hereby authorize VidCon, its designees, and/or attending participants to record, transcribe, modify, reproduce, perform, display, transmit and distribute in any and all media, in any form, and for any purpose any such recordings of VidCon, and acknowledge and agree you will not be entitled to any revenue and/or proceeds derived from such use and/or distribution. By registering for VidCon you hereby release VidCon, its designees, its employees, its agents, and/or its attending participants from any and all claims or causes of action you or your agents may possess, now or in the future, in connection with such activities.

### MINORS

VidCon is an all-ages event. An attendee's age may affect whether they need a ticket and if they are permitted to attend on their own:

Minors 5 and under do not need a ticket but must be accompanied by an adult (18+) who has purchased a ticket to attend VidCon. Minors between the ages of 6 and 15 must have a VidCon ticket and must be accompanied by a ticketed adult (18+) at all times.

Minors 16 or older are not required to be accompanied by a chaperone if it's OK with their parent/guardian. If a parent/guardian would like to accompany their child in any capacity, they need a ticket to attend VidCon.

Parents or adult supervisors of minors are responsible for the actions of minors they are supervising. Minors may be prohibited from certain areas due to the sale of alcohol at certain locations.

### LIABILITY

You assume any and all risks occurring before, during, or after VidCon. You release VidCon, Paramount Global, and the Anaheim Convention Center and their agents, licensees, assignees, employees, and their



respective affiliates and representatives from any and all claims or causes of action arising from or related to VidCon events.

## **VIDCON TERMS OF USE**

All VidCon attendees and guests are required to adhere to this Code of Conduct. The VidCon badge, which is required for admittance to all VidCon activities, is a revocable license. VidCon or its designees may, without refund, revoke this license for noncompliance with these terms or for disorderly conduct.

## **ANAHEIM CONVENTION CENTER TERMS OF USE**

Attendees of VidCon agree to observe and comply with any and all applicable policies, rules, and regulations of the Anaheim Convention Center. VidCon or its designees may, without refund, revoke this license or refuse admission for failure to observe and comply with any and all applicable policies, rules, and regulations of the Anaheim Convention Center as determined by VidCon and/or the Anaheim Convention Center. Attendees of VidCon agree to observe and

comply with all applicable laws, statutes, ordinances, rules and regulations of the Government of the United States, State of California, County of Orange, and the City of Anaheim.

VidCon reserves the right to change or modify any policy or rule at any time and without notice.

# **ANTI-HARASSMENT POLICY**

## **STATEMENT OF POLICY**

VidCon is dedicated to providing a harassment-free event experience for everyone, regardless of sex, gender, sexual orientation, disability, gender identity, age, race, religion, or any other status protected by law. We do not tolerate harassment of event participants in any form. Use of lewd or discriminatory language and imagery is never appropriate at VidCon. Anyone violating these rules may be sanctioned or expelled from the event at the discretion of the event organizers.

## **DEFINITION OF HARASSMENT**

Harassment includes, but is not limited to, offensive verbal comments, whether blatant or via micro-aggressions, related to gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, national origin, religion, age, marital status, military status, or any other status protected by law; deliberate intimidation; stalking; following; harassing photography or recording; sustained disruption of talks or other events; inappropriate physical contact; display of offensive signs, gestures, tee-shirts, symbols, etc.

## **DEFINITION OF SEXUAL HARASSMENT**

Sexual harassment does not refer to occasional compliments or other generally acceptable social behavior. Sexual harassment refers to verbal, physical, and visual conduct of a sexual nature that is unwelcome and offensive to the recipient.

By way of example, sexual harassment may include, without limitation, such conduct as repeated sexual flirtations, advances, or propositions; verbal comments or physical actions of a sexual nature; sexually degrading words used to describe an individual; an unwelcome display of sexually suggestive objects or pictures; sexually explicit jokes; and offensive, unwanted physical contact such as patting, pinching, grabbing, groping, or constant brushing against another's body. Overly-revealing cosplay may result in requesting violators to cover and/or leave the convention floor.

## **SCOPE OF POLICY**

This VidCon Anaheim Anti-Harassment Policy applies to all attendees at VidCon including but not limited to: participants/attendees, guests, staff, sponsors, vendors and exhibitors. All attendees are expected to comply with this VidCon Anaheim Anti-Harassment Policy at the event venue and all event-related social events.

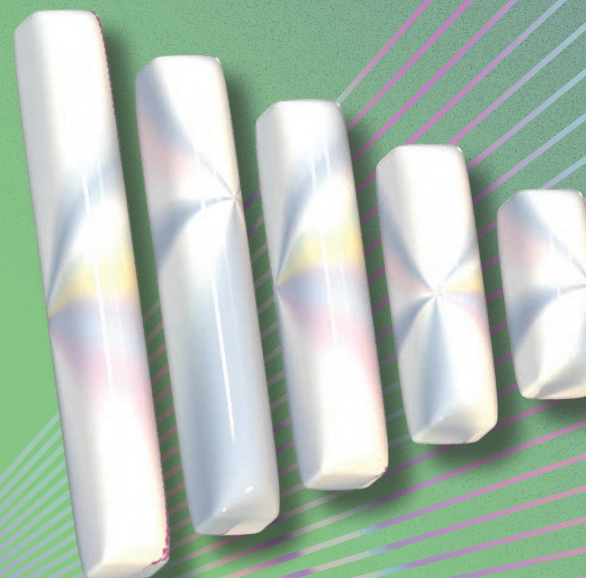
## **REPORTING AN INCIDENT**

If you are being harassed, witness someone else being harassed, believe this policy is being violated, or have any other concerns, please contact a VidCon staff member immediately. VidCon staff can be identified with their official staff name badges. If you cannot find a staff member to assist you, please go to Registration located inside ACC North.

## **CONSEQUENCES OF VIOLATION OF THIS POLICY**

All reports of harassment will be directed immediately to VidCon organizers who may consult with and engage other staff, leaders, and legal counsel as appropriate. Event security and/or local law enforcement may be involved, as appropriate, based on the specific circumstances. VidCon will treat complaints of violations of this policy with the utmost seriousness and take steps to address them immediately. In response to a report of harassment, VidCon may take any action they deem appropriate. Such actions may range from a verbal warning, to ejection from the event without a refund, to being banned from participating in any future events.

If you have any questions about this policy, please contact [anaheiminfo@vidcon.com](mailto:anaheiminfo@vidcon.com).



# CREDENTIALS

BOTH your badge and your wristband MUST be worn at all times to gain access to and remain in the venue. If at any time you are found inside the venue without both, you may be asked to leave the event.



OR



OR



+



RFID WRISTBAND

## HERE'S WHAT ELSE YOU NEED TO KNOW ABOUT YOUR CREDENTIALS:

### SCAN YOUR WRISTBAND EVERY TIME YOU ENTER THE EVENT AND EVERY TIME YOU EXIT

Wristbands are non-transferable and non-exchangeable.

### LOST, DAMAGED, OR STOLEN WRISTBANDS WILL BE DEACTIVATED

Replacement wristbands and badges are subject to a \$20 replacement fee per credential, and you must show photo ID and/or proof of purchase to get a replacement.

Your wristband should remain on your wrist throughout the event. Do not remove your wristband until all official programming is over and you have exited the venue.

### WRISTBANDS WILL BE TREATED AS VOID IF TAMPERED WITH

Do not cut or try to remove your wristband.

### WRISTBANDS DO NOT LOOSEN ONCE TIGHTENED

Don't pull your wristband too tight!

### ONLY TICKETS PURCHASED FROM THE OFFICIAL EVENT WEBSITE OR AT THE ON-SITE SALES DESKS WILL PROVIDE YOU ACCESS TO THE EVENT

Only badges and wristbands provided by VidCon's official Registration desk are valid. Do not purchase tickets, wristbands, or badges from third parties.



# TIPS FOR YOUR VIDCON ADVENTURE

Whether you're a VidCon veteran or joining us for the first time, make this the best VidCon ever by following our tips below!

## HAVE A GAME PLAN!

We have scheduled SO MANY fun activities and sessions for you! We don't want you to miss out on anything, so be sure to review the maps in this guide and give yourself plenty of time to get from place to place. You can download the official VidCon Mobile App to build your own schedule and enable notifications so you're always up-to-date on everything happening at the event. Don't forget to check your emails and our socials as well!

## DRESS FOR SUCCESS!

Show us your favorite fits, and don't forget your most comfortable shoes! The temperatures in the convention center and outside can be very different, so we recommend wearing layers or bringing a jacket just in case.

## BE NICE, AND FOLLOW THE RULES!

Remember the golden rule — treat others how you want to be treated, whether it's Featured Creators, VidCon staff, security, or another attendee. We're all here to celebrate our shared love for digital content, so let's show everyone what a great community we are! If you need to brush up on VidCon policies, we've included the Code of Conduct and Anti-Harassment Policy in this guide. As for pranks... Pranking in a way that is physically or emotionally harmful, even for the purpose of a video, is unacceptable.

## FEEL FREE TO TALK TO VIDCON STAFF!

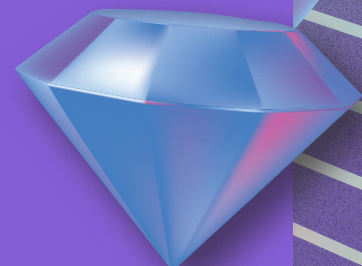
Your safety and comfort are extremely important to us, and we're here to help! You can find VidCon staff and security throughout the event; you can also find us at the Registration Help Desk in ACC N 100 and at the Info Desk in Lobby C. In the case of an emergency, you can also call our 24-hour emergency hotline at +1 657-253-4380.

## TAKE GOOD CARE OF YOURSELF!

Stay hydrated (don't forget your reusable water bottle!), bring some sunscreen, make time for regular meal breaks, wash your hands, and get plenty of rest! We want you to feel just as amazing when you leave as you did when you arrived! There are water bottle refill stations and tons of amazing food options around the ACC, and if you forgot something, there are more than enough stores within walking distance!

## SHARE YOUR EXPERIENCE!

We love seeing you enjoying yourself at the event, so share all your photos and videos on social (and don't forget to tag @VidCon and use the hashtag #VidConAN24)!



# FAQ

## HOW DO I FIGURE OUT WHAT'S GOING ON AT VIDCON?

There are tons of ways to find out what's happening around you at VidCon. You can find the schedule in the guide you are holding right now or on our website at [vidcon.com/anaheim/schedule](http://vidcon.com/anaheim/schedule). Don't forget to download the VidCon Mobile App to be totally in the know of what's happening in the VidCon world and to build your own schedule! You can also follow us on social @VidCon and keep an eye out for our emails throughout the event.

## WHERE IS THE THING I'M TRYING TO GO TO?

Each session and activity in this guide has a location listed next to it, and there are maps throughout this guide to help you get where you need to go (you can check the Table of Contents to find the page numbers for each map). If you still feel lost, feel free to ask a staff member or security guard, or visit our VidCon Info Desk in Lobby C.

## IS THERE WIFI?

Yes, WiFi is available at the convention center. However, with so many people trying to connect at once, it may not be the fastest. Unfortunately, there is not much we can do to make it better, but we're sure you will figure out something that will work.

## HOW CAN I MEET MY FAVORITE CREATOR?

Most scheduled meet & greet sessions with Featured Creators were assigned ahead of time via Meet & Greet Matchmaking, which closed at the end of May. Only those who received their meet & greet sessions via matchmaking are guaranteed access to meet & greets.

There are a limited number of spots in meet & greet sessions with select Featured Creators that will be filled on a first-come, first-served basis from a standby line. To learn more about attending these sessions, check out the Meet & Greet Hall section of this guide or visit [vidcon.com/anaheim/meet-greets/](http://vidcon.com/anaheim/meet-greets/).

There will also be a limited selection of pop-up, first-come, first-served meet & greets that will happen throughout the event. Because these are spontaneous, we can't share details ahead of time, but you may have a chance to see one of your favorites there! Download the VidCon Mobile App and enable notifications to learn more about these sessions!

## WHAT DOES MY BADGE/RFID WRISTBAND GIVE ME ACCESS TO?

Use the ticket comparison grid here!

TICKET COMPARISON	COMMUNITY TRACK SINGLE-DAY	COMMUNITY TRACK	CREATOR TRACK	INDUSTRY TRACK
Outdoor Festival programming, activities, & food trucks	>	>	>	>
Community Track panels, Q&As, & activities	>	>	>	>
Expo Hall activations, experiences, giveaways, photo ops, & more	>	>	>	>
Evening programming with performances, concerts, & parties	>	>	>	>
Standby and Pop-Up Meet & Greets	>	>	>	>
Pre-Scheduled Meet & Greets (Matchmaking Only; Entries Closed)		>	>	>
Creator Track Mentorship Series (Matchmaking Only; Entries Closed)			>	>
Creator Track receptions, & workshops led by top creators & experts			>	>
Creator Track Lounge			>	>
Dedicated networking tools & areas				>
Industry Track Lounge				>
Exclusive Industry Track reception, & sessions including workshops, keynotes, & more				>

## WHERE CAN I SCORE A DELICIOUS MEAL?

To keep you fueled for all your VidCon activities, there are plenty of dining options around the event! Check out the great food trucks in the Festival Area or one of the food court options within the convention center.

## AM I ALLOWED TO LEAVE AND RE-ENTER THE EVENT?

Re-entry to the event is permitted as long as you are wearing your VidCon badge and RFID wristband! Please note that you will need to pass through a security checkpoint each time you re-enter.

## I'M A PARENT/GUARDIAN. WHAT SHOULD I DO ALL WEEKEND?

If your child is under the age of 16, you must accompany them at all times. Think of this as quality bonding time — attending programming with your child will give you a chance to learn more about the wonderful world of digital content! If your child is 16 years old or older and you're fine with them being on their own, feel free to kick back and relax in our Chaperones' Lounge near Registration in ACC North 100.

A VidCon ticket is not required to access the Chaperones' Lounge, but you will need a ticket if you will be attending VidCon programming.

## A DIFFERENT CHAPERONE WILL BE ACCOMPANYING MY CHILD AT SOME POINT. CAN THEY USE MY CREDENTIALS?

Each chaperone needs their own VidCon ticket; credentials that have been redeemed are not transferable and cannot be shared.

## WHERE IS THE LOST & FOUND?

If you have found a lost item, please bring it to the Anaheim Convention Center Admin Office, located in the Arena Plaza near the flagpole. If you have lost an item, please go to the Admin Office to see if it has been returned or contact the Anaheim Convention Center Lost & Found. They can be reached by phone at (714) 765-8950.

## MY BADGE OR WRISTBAND WAS DAMAGED OR LOST. WHAT SHOULD I DO?

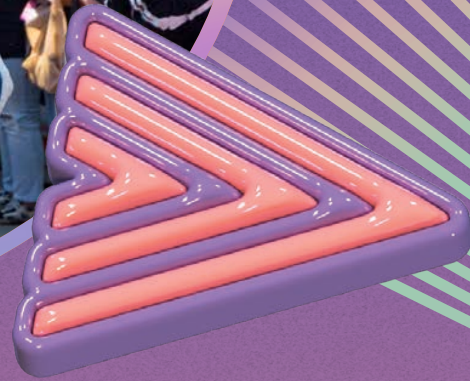
Damaged, broken, defaced, or lost credentials can be replaced for a \$20 fee per each replaced credential. If you replace a wristband, the original wristband will be deactivated and a new one will be activated with all of your information. Replacement credentials may be purchased at the Registration Help Desk. You must provide a photo ID and proof of purchase to get a replacement. Please note that cash is not accepted.

## WHERE ARE THE ALL GENDER BATHROOMS?

All Gender Bathrooms may be found in the following locations:

Room 304 Women's  
Room 206/207 Women's  
Lobby C Women's  
Hall B Women's #3  
Hall D Women's #3

**Not seeing the answer to your question? Visit our full FAQ online at [vidcon.com/anaheim/faq](http://vidcon.com/anaheim/faq).**



# ACCESSIBILITY

Accessibility at VidCon Anaheim is one of our top priorities. You can find information about the accessibility services we offer below. If you have any questions or need additional assistance, please feel free to visit the Accessibility Desk in the main lobby of the ACC.

## Quiet Room

Need a break from the excitement? Visit the Quiet Room located in Room 211. The Quiet Room will be open Thursday – Saturday, 9 AM – 6 PM. We ask that folks not eat, talk, or make noise in this room as it is intended to be a dedicated quiet space.

## Seating

There is designated accessible seating in all content rooms and at all large programming events. These are marked with seat covers. Please note that all programming rooms have a limited capacity, and smaller programming rooms are typically not cleared between sessions. Availability of accessible seating (as well as general seating) is not guaranteed if the room is full.

## Service Animals

Guide, signal, and service animals (as defined in state and local laws) are permitted on the Anaheim Convention Center campus in alignment with ADA requirements.



## Wheelchair/Scooter Rental

Below are some suggestions for wheelchair or mobility scooter reservations in the Anaheim area:

- Soaring Scooters: 855-981-7627
- D&R Mobility Scooter Rental: 714-883-8761
- One-Stop Mobility: (714) 533-1444
- Scooter Bug Rentals: 1-800-726-8284
- OK Medical Supply: 562-367-9690

Please note that wheelchair and scooter rentals are subject to availability and are limited in quantity.

## ASL Interpreters

To find out which sessions will have ASL/CART services, look for the ASL symbol  and the CART symbol  in the programming schedule pages. A list of sessions that will offer one or both of these services can also be found below:

- Night of Awesome
- Breaking Boundaries: Amplifying LGBTQ+ Voices
- Aphmau, BUT it's a VidCon Panel
- Crown the Creators: Combination Illustrations
- Gamers Galore
- Beyond the Binary
- Living Legacies
- For the Culture, Through the Content
- From Margins to Mainstream: Black Voices Shaping the Digital Realm
- From Pixels to Progress: Social Media & Accessibility Advocacy
- Let's Get Animated
- Self Care: Not Just Face Masks & Hot Baths
- VidCon After Dark: Comedy After Dark

If you are wanting to attend a session that does not have an ASL interpreter scheduled, please reach out to our team at the Accessibility Desk and we may be able to accommodate your request based on interpreter availability at that time.

## Accessibility Ribbons

VidCon offers accessibility ribbons to attendees with disabilities to indicate that they may need assistance during the event. These ribbons can be attached to VidCon badges. Accessibility ribbons will be available at the Registration Help Desk and the Accessible Registration Desk in ACC N 100, and the Accessibility Desk in Lobby C. Accessibility ribbons are not required in order to access any of the services or accommodations we provide, and it is completely up to attendees to decide whether or not they'd like to wear one.

## Accessible Queuing

ADA queues will be provided throughout the event as needed. Some areas, such as panel rooms, are typically not cleared between sessions so no queuing takes place unless the room is filled to capacity. If you need access to an ADA queue and there is not one in your area or if you need assistance finding it, please feel free to reach out to VidCon staff in the area or at the Accessibility Desk.

Please note that it is up to the discretion of sponsors with activations in the Expo Hall to provide accommodations at those activations, and ultimately access to Expo Hall booths and other activations is first-come, first-served.

**Scan the QR code to find more information about accessibility at the event:**





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CUT

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x

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Booth 1139



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Actual Product!



Meet our team  
at  
**Booth # 1012**



WHAT NOT TO FLUSH PRODUCTIONS  
PRESENTS

DIRE CONSEQUENCES OF A  
**BAD FLUSH**

COME WITNESS THE SCENE OF A  
FLUSHING CRIME AT BOOTH GP1

Dream it, stream it,  
and live it!

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Find us in

**BOOTH #1119**

**SUPERLIVE**

## SPECIAL THANKS

### HELLO! WELCOME BACK TO VIDCON!

Pause with me for a moment. Take a deep breath, pay attention to the sounds, colors, or smells around you, and let it register that you are here. You are HERE!

VidCon can be complicated and hectic and a total sensory overload. I often feel like I'm missing something really cool or that I won't have a chance to talk to everyone I want to; I'm probably also drinking too much coffee and my feet are surely over it.

But VidCon is also so special for these same reasons! It's exhilarating and magical to be in a crowd, to be a part of something so big. Thousands of people are in this space together once a year to celebrate and commune with each other! French sociologist Émile Durkheim might call VidCon an instant of "collective effervescence" (had he had not died over 100 years ago, RIP). We are unified when we

come together to love the same thing; it fulfills our sense of belonging; it makes us glow.

So even if you don't know anybody else here, if this is your first time, if you don't make videos yourself — even if you're here as a parent or elder simply holding a kid's hand in these crowds — we're so glad you're here with us this week. You're glowing.

Join me in thanking the people who make ALL THIS happen:

The VidCon team: Hannah, Liz, Ali, Wendi, Manal, Jeannette, Justin, Colin, Kyle, Jacques, Melissa, Gerardo, Chelsea, Lisa, Sandi, MaiLinh, Elizabeth, Ada, Celine, Noeru, Kailee, Armando, Sarah, Joannesse, and Celeste.

Our vast and essential network of part-time crew, sponsorship sales teams, the venues, and our many vendors.

Our sponsors, exhibitors, and marketing partners who support us through the entire year.

This year's group of creators and speakers (and the creators' and speakers' teams).

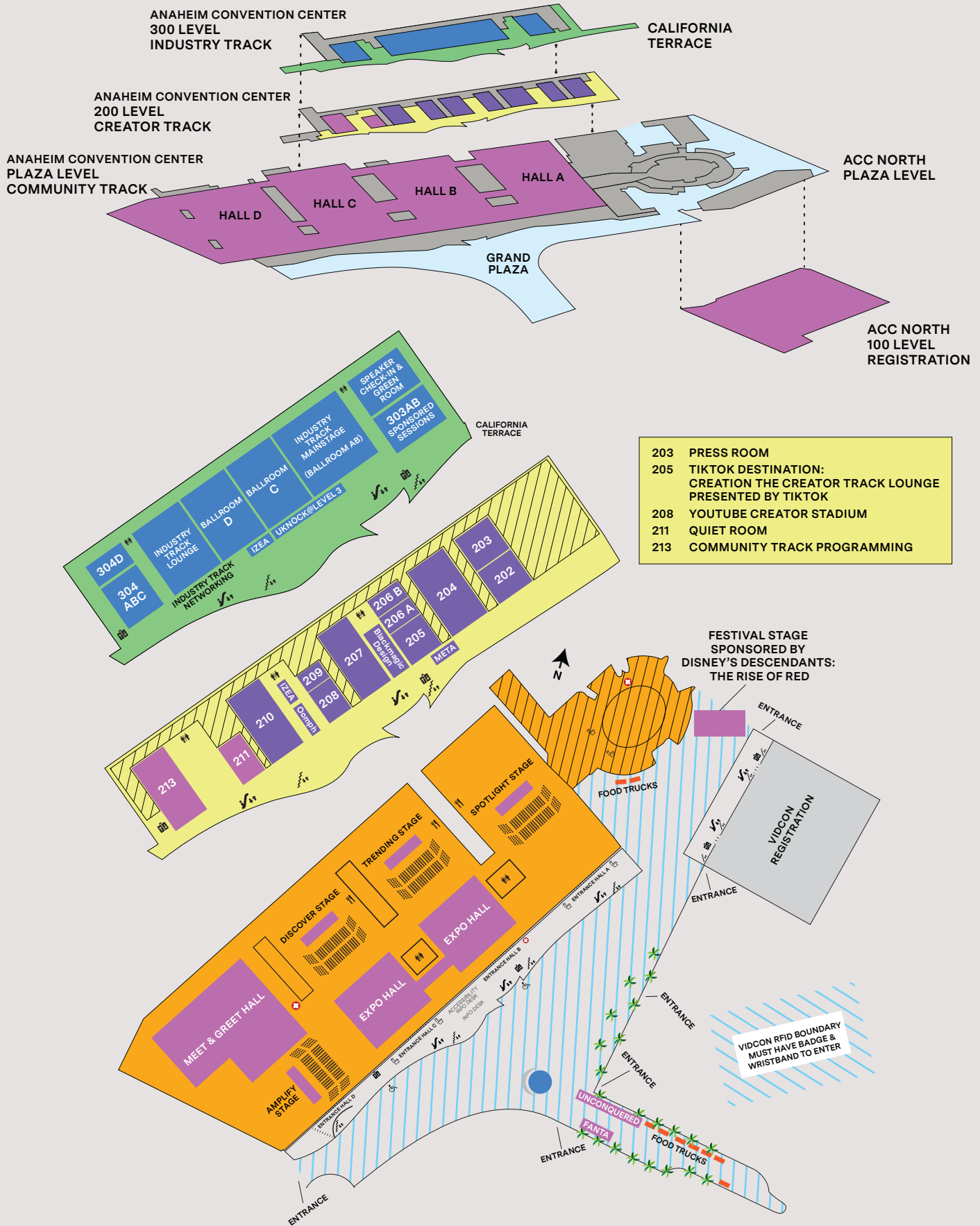
You make the complicated parts easy-peasy, you make the messy bits clean, and you rejuvenate us when we're on our last drop of energy. Thank you! And HAVE FUN!!

### JULIA MAES

Executive Producer, VidCon Anaheim



# ALL MAPS



# CAMPUS MAP

