



As media managers responsible for our respective media production teams, budgets and deliverables, we are often faced with a dilemma. Are we producers, managers or executives? Are we creative or technical? Are we status quo or innovators? And do we lead by diving into the weeds or manage by setting goals and enabling others to lead? This is our paradox and this is The Leadership Paradox.

This year, CMMA will lead others by developing a three-day conference to crack open the dynamics of *The Leadership Paradox*. As media production and communications continually evolve in a highly social world, we need to evolve as leaders. Throw away the old paradigm of right brain vs left brain.

Learn more: www.cmma.org

Join us in beautiful San Antonio, Texas for three days of thoughtful discussion, networking with our peers, fun and Texas-sized hospitality!

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KEYNOTE SPEAKER



Mark McKinnon

Creator, Executive Producer, Co-host of "The Circus" on SHOWTIME
Underwritten by a generous grant from TeamPeople

Mark McKinnon is political advisor, reform advocate, media columnist and television producer. He has served as principal media adviser for hundreds of campaigns for candidates and has helped to engineer five successful presidential primary and general elections. Join us to hear how Mark, using fascinating historical ads and clips from U.S. politics, dissects the foundational elements of successful campaigns, and lessons that apply to any company or organization seeking to communicate a clear and compelling message.

FEATURED SPEAKERS



Matthew Griffin CEO Combat Flip Flops

An army ranger with several Afghan tours behind him, Matt saw a country filled with hard-working, creative people who wanted jobs, not handouts. Through persistence and creativity, Matt flipped the view on how wars and conflict are won. Matt launched *Combat Flip Flops* which produces product in Columbia, Laos and Afghanistan empowering whole communities to be productive and self-sustaining. This is leadership with a purpose and Matt will share with us his journey.



Christina Wallace Vice President, Bionic; Co-host, *The Limit Does Not Exist*

Christina will present her ideas on *The Paradox of Leadership*. Christina, a writer, entrepreneur and technologist, will describe why the false dichotomy of left brain or right brain is something we all need to overcome. How can we, through a better understanding of this paradox, find our true selves as media managers, and inspire our teams?



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AGENDA HIGHLIGHTS

PRE-CONFERENCE ACTIVITY - SATURDAY, SEPTEMBER 23

- 9:30 am [San Antonio Missions Tour](#)
- 2:00 pm [San Antonio Top Golf – Sponsored by Quantum](#)

DAY 1 - SUNDAY, SEPTEMBER 24

- 9:30 am [Alamo Tour – Sponsored by Crawford Media Services](#)
- 1:00 pm Conference Begins
- 1:30 pm Featured Speaker: John Foley, Founder and CEO, Grow Socially
- 2:15 pm Featured Speaker: Craig Carpenter, “Stop Marketing in ALL CAPS”
- 3:15 pm Partner Sharing Session #1
- 4:15 pm Featured Speaker: Matt “Griff” Griffin, “Purpose, Direction, and Motivation – Leadership in Media”
- 5:15 pm New Member Introductions
- 6-8 pm President’s Welcome Reception

DAY 2- MONDAY, SEPTEMBER 25

- 8:00 am Breakfast
- 9:00 am Keynote Speaker: Mark McKinnon, “Architecture of a Successful Message” – Underwritten by a grant from TeamPeople
- 10:15 am Partner Sharing Session #2
- 11:00 am Fast Track Solutions
- 12:00 pm Lunch
- 1:00 pm Featured Speaker: Elliot Masie, Educational Technologist and CEO, Masie Productions
- 2:00 pm Member Panel: The Leadership Paradox
- 3:00 pm Partner Sharing Session #3
- 4:00 pm Member Panel: Bijou Case Studies
- 5-6 pm The Bijou Experience
Sponsored by Kindle Communications & Maslow Media

DAY 3 - TUESDAY, SEPTEMBER 26

- 8:00 am Breakfast
- 9:00 am Featured Speaker: Christina Wallace, “Harness Your Superpower as a Human Venn Diagram”
- 10:00 am Fast Track Solutions: Feedback
- 10:30 am CMMA Business Meeting
- 11:30 am Member & Partner 1:1 Appointments
- 12:00 pm Member Lunch & Partner Business Meeting (concurrent)
- 1:00 pm Member Panel: The Leadership Paradox
- 2:00 pm Regional Meeting Planning Sessions
- 3:00 pm Featured Speaker: Richard Lederer, “A Hour of Language and Laughter”
- 4:00 pm Social Media Recap & Conference Close
- 5:30-10 pm President’s Dinner – Sponsored by Globecomm & Kollektiv

THE BIJOU EXPERIENCE 2017

The Bijou Experience is where members showcase the wide range of projects they have worked on over the past year. In keeping with this year’s conference theme, The Leadership Paradox, the 2017 Bijou Experience will showcase member work with an added twist. We are looking for projects that have successfully overcome a challenge. Each presentation will address a challenge or paradox and how it was resolved to meet a client need.

PRESIDENT’S DINNER

Enjoy a river boat ride with beer and wine from the Hilton Palacio Del Rio to the Pearl Stables, where the President’s Dinner will be held. Enjoy food, conversation, live music and a photo booth. Return bus service to the hotel will be provided.



SAN ANTONIO

Take a journey through the amazing culture, natural beauty and wide range of activities you’ll find in San Antonio. Whether strolling along the famous River Walk or tasting the local cuisine, we are sure you will find much to love in this city full of flavor and fun!

HOTEL INFORMATION

Set on the banks of the San Antonio River, Hilton Palacio del Rio is across the street from the San Antonio Convention Center and in the middle of River Walk entertainment, shopping and dining. River boat tours load just outside the doors and you’re only eight miles from San Antonio International Airport.

CMMA room rate expires August 29.

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