

8:30 AM - 9:30 AM (PDT)

 Garden

Check-in and Breakfast

9:30 AM - 9:40 AM (PDT)

 The Engine

Opening Remarks

9:40 AM - 10:10 AM (PDT)

 The Engine

CreatorIQ Keynote

10:10 AM - 10:40 AM (PDT)

 The Engine

Keynote with YouTube and Special Guest

10:40 AM - 11:15 AM (PDT)

Mimosa Break

10:45 AM - 11:40 AM (PDT)

 The Studio

Creator Speed Dating

11:15 AM - 11:40 AM (PDT)

 The Craft

Beyond the Brief: Why the Best Creator Campaigns Can't Be Bought

11:15 AM - 11:40 AM (PDT)

 The Engine

Built for Bold: Creator Infrastructure That Delivers

11:45 AM - 12:10 PM (PDT)

 The Engine

From Line Item to Partner: Paid Media's Newest Expert

11:45 AM - 12:40 PM (PDT)

 The Studio

Scalable Podcast LIVE

11:45 AM - 12:10 PM (PDT)

 The Craft

sQAling Up: Bigger and Better by Design

12:15 PM - 12:40 PM (PDT)

 The Craft

Creator Commerce: Native to the Platform, True to the Creator

12:40 PM - 1:45 PM (PDT)

 Garden

Lunch

1:40 PM - 2:10 PM (PDT)

 The Engine

Finding the Edge: AI, Data, and Bolder Bets

1:45 PM - 2:10 PM (PDT)

 The Craft

Creative Innovation and the Pattern of Performance

2:15 PM - 2:40 PM (PDT)

 The Engine

Measurement That Moves the Industry

2:15 PM - 2:40 PM (PDT)

 The Craft

The Unwritten Playbook: What Actually Works

2:45 PM - 3:10 PM (PDT)

 The Craft

AI You Can See and Feel

2:45 PM - 3:10 PM (PDT)

 The Engine

When Creators Become the Business

3:10 PM - 3:40 PM (PDT)

 The Engine

Break

3:10 PM - 3:40 PM (PDT)

 The Craft

Break

3:10 PM - 4:05 PM (PDT)

 The Studio

Earned Podcast LIVE

4:15 PM - 5:00 PM (PDT)

 The Engine

Jordan The Stallion's Creator to Operator Pipeline: From Eyeglass Thrower to Chief Content Officer

Speakers

 **Doug Landers**
Co-founder, Greenlight Group

 **Jack Gray**
President, Blenders Eyewear

 **Jordan Howlett**
@jordan_the_stallion8
| Content Creator

 **Lia Haberman**
Founder, ICYMI

5:00 PM - 6:30 PM (PDT)

 Garden

Cocktail Reception