



# SIGGRAPH BUSINESS SYMPOSIUM

VANCOUVER, CANADA 11-12 AUGUST 2018

## EXPLORE THE INTERSECTION OF BUSINESS, CREATIVITY, AND TECHNOLOGY

The SIGGRAPH 2018 Business Symposium is bringing together business strategists, creatives, and academics from around the world for two days of networking and technological exploration.

Attendees will experience interdisciplinary collaboration through a series of thought-provoking panels, roundtables, keynotes, and our very own interactive survey chatbot from Rival.

Registration for the Business Symposium includes early access to Monday's Keynote Session, Computer Animation Festival Electronic Theater, and a special evening reception.



**11-12 AUGUST 2018 (SATURDAY & SUNDAY)**  
VANCOUVER CONVENTION CENTRE, CANADA

Register at [s2018.siggraph.org/register](http://s2018.siggraph.org/register)

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# BUSINESS SYMPOSIUM AT-A-GLANCE\*

## SATURDAY, 11 AUGUST



### THE HIDDEN COSTS OF AI

Andrew Glassner, renowned expert in Deep Learning, will share AI's social and business implications.



### INTERSECTION OF CREATIVITY AND TECHNOLOGY

Cheryl Bayer, Former SVP Comedy at FOX and CEO at Living Popups, talks Hollywood and Tech.



### SIGGRAPH GENERATIONS PANEL

SIGGRAPH Pioneers and thought leaders from the 1970s to present day come together to discuss key moments in the history of computer graphics.



### HOW REAL-TIME 3D IS DRIVING CREATIVE ENDEAVOURS

Clive Downie, CMO of Unity Technologies - the world's most widely-used 3D development platform, will deliver the keynote speech.

## SUNDAY, 12 AUGUST



### THE ROLE OF DESIGN

Learn how design research (on objects, interactions, and systems) can dictate different future outcomes.



### WOMEN DISRUPTING TECH

Get to know how three female startup leaders are revolutionizing the education, health, and AR space.



### INNOVATION AND BUSINESS EVOLUTION

Panelists discuss how they adapt as leading-edge technology continues to evolve their business models.



### CONVERSATIONAL CHATBOTS

Capture your ideas and sentiments via the Business Symposium chatbots! Insights will be published post-conference.

## CONFIRMED SPEAKERS



**CAROLINA CRUZ NEIRA**  
Executive Director,  
Member, National  
Academy of Engineering  
Pioneer of CAVE and VR



**CLIVE DOWNIE**  
Chief Marketing Officer,  
Unity Technologies  
Leader in mobile  
gaming and engines



**RAJIV CHILAKA**  
CEO Green Gold  
Animation  
Dubbed as the "Walt  
Disney of Asia"



**ANDREW GLASSNER**  
Author  
One of the world's  
leading experts on  
Deep Learning and  
Computer Graphics

\* Content and speakers subject to change without notice

# NETWORK WITH DELEGATES AND SPEAKERS FROM COMPANIES ALL OVER THE WORLD



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