



Subject

2025 — Conference

The *Future* of Learning is **Video-First**

Engage, Inspire, Achieve:
Learning in the Language
of Today's Students



Day 1 Agenda: **February 11th**

05:30 PM: Welcoming Remarks with CEO & Co-Founder of Subject, Michael Vilardo

07:00 PM: Dinner, Laughter, and Legendary Comedy

- *Wrap up the day with a night to remember! Enjoy a delicious dinner followed by an exclusive experience at The Comedy Store, the iconic LA venue where legends are born, and laughter is guaranteed. Get ready to unwind, connect with fellow attendees, and share some belly laughs as world-class comedians take the stage. Because nothing brings people together quite like great food and even better jokes!*

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Day 2 Agenda: **February 12th**

09:00 AM: Breakfast

10:00 AM: Navigating Change: District Leadership Panel on Funding, Equity, and Alternative Education

- *Join Dylan Hoffman and the Subject Advisory Board for an insightful panel discussion featuring district leaders tackling today's biggest challenges in education. Explore strategies for navigating shifts in funding and budgeting, addressing the needs of nontraditional students, and expanding support for Special Education (SPED), English Learners (EL), and migrant populations. Learn how districts are ensuring program integrity and equity in the face of evolving educational landscapes. This session provides actionable insights and shared experiences to help leaders shape the future of inclusive and effective education.*

11:00 AM: Navigating Turbulence: Leadership Lessons from Oscar Munoz to Elevate Your District

- *This session will feature Oscar Munoz, former CEO of United Airlines, as he shares insights on how to lead through challenges, build trust, and foster a culture of innovation and collaboration. School leaders will gain actionable strategies to strengthen their district's operations, improve team morale, and achieve student-centered goals, even in the face of adversity.*

11:45 AM: 2025 Vision: Unveiling Subject's Curriculum & Product Innovations with Joel Hames

- Join Joel Hames, Chief Product Officer at Subject, for an exclusive look at the highly anticipated 2025 product release video and what's next in Subject's groundbreaking pipeline. This session will explore the intersection of learning and design, showcasing how cutting-edge innovations are transforming education. Discover how these advancements will empower school leaders to deliver more engaging, effective, and future-ready learning experiences for their students.

12:30 - 1:30 PM: Lunch

1:30 PM: Game Plan for Success: Brandon Copeland on Financial Literacy and Future-Ready Students

- Join Brandon Copeland, former NFL player, University of Pennsylvania professor, and financial literacy advocate, as he dives into the importance of equipping students with financial knowledge. With many states now requiring financial literacy as a high school graduation requirement, this session will empower school leaders with tools to implement impactful financial education programs. Learn how to prepare your students for lifelong financial success and strengthen your district's commitment to future-ready learning.

2:00 PM - 3:00 PM: Breakout Sessions (Choose One):

- **Behind the Scenes: Storytelling and Production in Education**, Join Subjects producer and Subject.com's creative team for an interactive session on crafting compelling educational content. Learn how storytelling techniques from the entertainment industry can be applied to engage students and elevate your district's learning experiences.
- **On The Subject: Live Podcast Filming**, Be part of the live recording of the "On The Subject" podcast.

3:00 PM: The Classroom Stage: Engaging Every Student Through Theatrical Teaching

- Join Fernando Szew, President of Fox Studio, his session explores how educators can harness the power of theatrical techniques to reach every learner, from disengaged students to high achievers who prefer to work independently. By applying storytelling, dramatic pacing, and dynamic interaction, teachers can create an environment where even the most resistant students are captivated, and the highest performers find renewed interest. Discover actionable strategies to transform teaching into a performance that inspires curiosity, builds connections, and drives success across all levels of learners.

3:30 PM: Building Pathways to Success: Leveraging Scholarships to Transform Student Futures

- Fidel Vargas, President and CEO of the Hispanic Scholarship Fund, leads this inspiring session on the critical role of scholarships in creating equitable opportunities for students. Learn how to identify and connect students with life-changing resources to support their academic and career ambitions. School leaders will gain actionable strategies to foster a college-going culture, improve access to financial aid, and ensure every student—regardless of background—has the tools to succeed.

4:00 - 6:00 PM: Break

6:30 PM: Subject Reception [Offsite]

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Day 3 Agenda: **February 13th**

07:30 AM: Hike @ Runyon Canyon (Optional)

10:30 AM: Late Breakfast & Closing Remarks (Optional)

11:30 AM: Designing the Future Together: Feedback & Sneak Peek Session

- *Be part of shaping the next generation of Subject's products! This interactive session offers an exclusive sneak peek at what's in development and provides a unique opportunity to share your insights. Collaborate directly with our team to ensure our tools and resources are tailored to better serve your school districts. Your feedback is invaluable in helping us create solutions that truly meet the needs of today's educators and students.*