ABOUT TECHFIRE’S 60+ CONFERENCES & EVENTS SINCE 2013
Prior to the pandemic, TechFire’s live events have been hosted by partners at distinguished venues ranging from Salesforce Tower overlooking San Francisco hosted by Accenture Labs, to atop Los Angeles City Hall hosted by the Mayor’s Office, at Google LA, and at the preview center for the NFL’s new $5 billion SoFi Stadium.
TITANS OF TECH

TECHFIRE’S SPEAKERS ALSO SPEAK AT TED, SXSW, TECHCRUNCH DISRUPT, WEB SUMMIT, & DLD.
BUZZWORTHY EVENTS:

PRAISE FROM SPONSORS, CLIENTS, AND PARTNERS:

“IT WAS OUR PLEASURE TO TEAM UP WITH YOU/TECHFIRE. WE REALLY ENJOYED THE EVENT, [AND] IT WAS EXTREMELY WELL ORGANIZED AND ORCHESTRATED”

— Perrie Weiner, Partner in Charge, Los Angeles, Baker McKenzie (sponsor of TechFire’s 2019 LA Tech Awards) (Baker McKenzie is the largest law firm in the United States by headcount and third largest in the world by revenue)

“EXCEPTIONALLY WELL RUN, FROM THE PRESENTERS TO THE EVENT SPACE, AND EVEN THE RECOMMENDATIONS FOR WHICH VIPS TO INVITE FOR LUNCH. I HOPE TO…PARTNER WITH YOU ON FUTURE EVENTS!”

— Mary Hamilton, Managing Director of Accenture Labs (Americas), Accenture Presenting Sponsor & Keynote Speaker for TechFire’s Spring 2019 Conference

“LOOKING FORWARD TO FUTURE COLLABORATIONS. ….YOU ARE DELIGHTFUL TO WORK WITH.”

— Kiran Malhotra, Director of Venture Capital Relationships, Fenwick & West LLP Presenting Sponsor of TechFire’s Spring 2019 Conference
MORE OF WHAT THEY’RE SAYING:

PRAISE FROM SPONSORS, PARTNERS, AND ATTENDEES

"CONGRATULATIONS ON A WONDERFUL EVENT"
— Kenji (Ken) Funahashi, Partner, Wilson Sonsini Goodrich & Rosati (sponsor)

WSGR has served as presenting sponsor for 24 TechFire events since 2014.

"THANK YOU... IT WAS A PLEASURE WORKING WITH YOU."
— Alanna Spencer, Policy Events Manager, Spin (Ford Motor Company’s scooter division)

Sponsor of TechFire’s Spring 2019 Conference (+ a second event in 2019 too!)

"EXTREMELY INTERESTING AND INFORMATIVE SESSION... REALLY FASCINATING AND SUCH FANTASTIC SPEAKERS."
— James Cummings, Vice President, Business Development,
London & Partners (the Mayor of London’s economic development organization)

"GREAT EVENT.... BIGGEST ONE FOR THE TECH OUTREACH GROUP THIS WHOLE YEAR."
— Mark Thomas, Product Manager, Google (hosted multiple TechFire events)
MORE OF WHAT THEY’RE SAYING:
PRAISE FROM SPONSORS, CLIENTS, AND SPEAKERS:

“AN AWESOME AND SUCCESSFUL EVENT!”
— Marisa Ruiz, Lyft (Presenting Sponsor of TechFire’s Micromobility Summit at L.A. City Hall)

“TRULY IMPRESSED… EXCELLENT JOB”
— Blake Mirkin, Executive Vice President, CBRE (sponsor)  
Fortune 500 giant CBRE, the world’s biggest commercial real estate services firm, sponsored five TechFire events and advertised in our Guide to LA Tech.

“THANKS FOR MAKING THE EVENT A BIG SUCCESS!”
Great work attracting high-caliber speakers from Silicon Valley and SoCal, and drawing in a big crowd from across the region.
— Mark Scott, City Manager, City of Burbank (hired TechFire as a consultant to the City)  
The City hired TechFire as a consultant to organize & host the 2015 Burbank Tech Summit, then brought us back again in 2016, 2017, 2018, 2019, 2020, & 2021 for more events

“LOVED THE ENERGY IN THE ROOM!”
— Eric Feng, Partner, Kleiner Perkins Caufield and Byers (speaker)  
Eric, the former CTO of Hulu and Flipboard and Chief of Staff to Al Gore, joined us for a fireside chat hosted by Google, and sponsored and moderated by Wilson Sonsini, attracting 425+ RSVPs.
OVERVIEW OF TECHFIRE’S EVENTS

• Featured in Techmeme’s list of nationally- and internationally- significant tech events alongside SXSW, CES, TechCrunch Disrupt, DLD, The Code Conference, etc.

• 60+ Events: conferences, fireside chats, panels, and other programs in Los Angeles + San Francisco — and now Zoom Webinars that can reach an even broader audience.

• Thousands and thousands of registrants

• top speakers including founders/CEOs of startups like Aurora, HotelTonight, about.me, and Factual, VCs from firms like Sequoia Capital, Kleiner Perkins, SV Angel, Greylock, CRV, Lightspeed, and BMW i Ventures; CEOs who went on to billion-dollar exits (Dollar Shave Club and BlackLine), high level government officials, and C-Level executives from giants like Warner Bros. and PBS.

• Featured on national television: one of TechFire’s events was broadcast in full on national TV (C-SPAN).
TechFire's nationally-recognized events have been featured in TechMeme's list of top events and broadcast on national TV.

Founded in Santa Monica in 2013, and headquartered today in San Francisco, TechFire is a tech conference powerhouse. With 60+ events from San Francisco to Los Angeles to online, TechFire has been recognized in industry arbiter TechMeme’s list of nationally- & internationally-significant tech conferences. TechFire frequently features top founders/CEOs and VCs from Silicon Valley and beyond, as well as C-level leaders from blue chip giants, and federal, state, and local elected officials and policymakers. From an autonomous vehicle summit broadcast on nationally on C-SPAN and hosted by the Los Angeles Mayor’s Office, to summits in Salesforce Tower and events hosted by Google and Microsoft, and events online during the pandemic, TechFire's events have a reputation for attracting titans of tech and other high profile speakers. TechFire frequently partners with Fortune 500 & industry-leading giants as sponsor of our events. TechFire is led by David Murphy, Founder & CEO. Learn more at techfire.co.

Featuring Speakers From:

[logos of various companies]

Sponsors & Clients

[logos of various companies]
A LOOK AT A TECHFIRE FIRESIDE CHAT

FIRESIDE CHATS — WHETHER VIA ZOOM OR IN PERSON — PROVIDE AN EXCEPTIONAL OPPORTUNITY FOR THE PRESENTING SPONSOR TO SHOWCASE THEIR FIRM’S EXPERTISE THROUGH A MODERATING ROLE FOR AN EXTENDED FIRESIDE CHAT WITH A TOP LEADER.

PICTURED: A FIRESIDE CHAT WITH KLEINER PERKINS PARTNER ERIC FENG, HOSTED BY GOOGLE LA. BEFORE HEADING CONSUMER TECH INVESTING FOR ONE OF SILICON VALLEY’S MOST STORIED VC FIRMS, ERIC WAS CTO OF HULU AND FLIPBOARD, AND CHIEF OF STAFF TO AL GORE.

RECORD BREAKING ATTENDANCE: THE EVENT, WITH 426 RSVPS, SET A NEW TECHFIRE RECORD FOR A FIRESIDE CHAT. AND GOOGLE TOLD US OUR TURNOUT SET A RECORD FOR GOOGLE LA’S BIGGEST TECH OUTREACH EVENT OF THE YEAR.
In addition to hosting TechFire’s own events online, we also launched techfirezoomconsulting.com to apply our expertise to help a wide range of other clients organize and host world-class Zoom Webinars and Zoom Meetings, from planning and technical advice on best practices and pitfalls to avoid, to day-of event moderating / emceeing and technical production.

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**ANNUAL MEETING AGENDA**

**Day 1: Wednesday, October 28**

- 9:30AM EASTERN TIME (EDT)/UTC-4: Meeting Begins
- 9:45:
- 9:50:
- 10:50:
- 11:20:
- 11:30:

**President Welcome**
Larry Swibel

**Marketing and Programming Update**
Fannie Gilligan

**The Do’s and Don’ts of Virtual Meetings**
Marsha Redmon, Marsha Redmon Communications*

**Breakout Discussion Groups**
We Zill XVe MaUVhaȇV virtual persona checklist to re-connect and apply the tips on the checklist together to adjust your virtual persona in small groups.

**Reconvene: Summary and Observations**

**Closing Remarks and Adjournment**
A LOOK AT A TECHFIRE ZOOM WEBINAR

PICTURED: WE WORKED WITH PRESENTING SPONSOR DLA PIPER TO SHIFT A LIVE EVENT SPONSORSHIP TO ZOOM WEBINAR INSTEAD:

DETAILS: techfire-june2020.eventbrite.com

TECHFIRE
FELICIS VENTURES’ VICTORIA TREYGER
GENERAL PARTNER AND MANAGING DIRECTOR
IN CONVERSATION WITH DLA PIPER’S PATRICK ANDING

Consumer Tech Startups & the Venture Capital Ecosystem in Our New Normal
June 24, 2020 • 11 am PST • Zoom Webinar

PRESENTING SPONSOR:

PLUS
A VIP MEET + GREET
AFTER THE WEBINAR:

VIDEO: click here to watch the recorded video of the Zoom Webinar.
MORE TECHFIRE ZOOM WEBINARS

LEWIS BRISBOIS, AN AMLAW TOP 100 LAW FIRM WITH 50+ OFFICES, SPONSORED A TECHFIRE ZOOM WEBINAR, AND NOT ONLY LIKED THE EVENT, THEY RENEWED FOR A TOTAL OF FOUR EVENTS!

DETAILS: http://techfire-sept23.eventbrite.com/

VIDEO: click here to watch the recorded video of the Zoom Webinar.
PIVOTING “BURBANK TECH TALKS” TO DIGITAL:

WE WORKED WITH OUR CLIENT, THE CITY OF BURBANK, TO SHIFT FROM LIVE EVENTS TO ONLINE WEBINARS FOR THE EVENT SERIES, BURBANK TECH TALKS, THAT WE ORGANIZE & MODERATE. THE SHIFT TO DIGITAL WAS A GREAT SUCCESS, WITH FIVE EVENTS IN 2020, AND THE CLIENT RENEWING FOR MORE IN 2021.

A Major Success:
We worked with our client the City of Burbank to adapt from three live events, to five online webinars, which proved to be a massive success, attracting as many as ten times the number of people (live + archive viewers) vs live events, and higher profile speakers, like Congressman Adam Schiff, who in turn attracted press coverage for the events.

Praise from the City of Burbank (our client):
“David thank you for a wonderful event.... [It] was extremely helpful and resourceful. Thanks for shifting gears and pulling this together so quickly. ...”

Praise from Attendees:
“Thanks...we learned so much” — Suzie C.

“Excellent thank you all! I definitely plan to follow up with the next webinar. Keep it up.” — Drew

“Excellent webinar! Thanks so much” — Dave C.

“Most helpful!” — Anne L.
The Interlex Group, a leading network of **47 law firms in 61 countries** around the world (including high profile firms such as Perkins Coie and Taylor Wessing), hired techfire to run their Global Annual Meeting, typically held in leading five star hotels around the world such as The Langham, London. For 2020's virtual event, TechFire helped Interlex achieve a five star experience via Zoom, for a two day event via Zoom Meeting attracting participants in **20 time zones**.

TechFire seamlessly produced a complex Zoom event including managing complex plans for 12 breakout groups featuring a mix of pre-assigned and on-the-fly randomly assigned guests, plus keynotes, slide presentations, and an interactive panel with attendees weighing in on questions via the mentimeter iphone/android app, with results displayed live on the zoom meeting screen share.

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**ANNUAL MEETING AGENDA**

**Day 1: Wednesday, October 28**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:30</td>
<td>President Welcome</td>
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<td></td>
<td>Larry Seibel</td>
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<tr>
<td>9:45</td>
<td>Marketing and Programming Update</td>
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<td></td>
<td>Fannie Gilligan</td>
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<tr>
<td>9:50</td>
<td>The Do's and Don'ts of Virtual Meetings</td>
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<td></td>
<td>Marsha Redmon, Marsha Redmon Communications</td>
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<tr>
<td>10:50</td>
<td>Breakout Discussion Groups</td>
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<td></td>
<td>We will use Marsha’s virtual persona checklist to re-connect and apply the tips on the checklist together to adjust your virtual persona in small groups.</td>
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<tr>
<td>11:20</td>
<td>Reconvene: Summary and Observations</td>
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<tr>
<td>11:30</td>
<td>Closing Remarks and Adjournment</td>
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</table>

**Day 2: Thursday, October 29**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tbody>
<tr>
<td>9:30</td>
<td>Looking Ahead</td>
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<tr>
<td></td>
<td>Larry Seibel</td>
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<tr>
<td>9:45</td>
<td>Presentations by Observer Firm:</td>
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<td></td>
<td>Managing Partner</td>
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<td>10:00</td>
<td>Law Firms and Credit IR:</td>
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<td></td>
<td>Everything you wanted to know (but were afraid to ask)</td>
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<td>An interactive Q&amp;A session with meeting participants using real-time app software</td>
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<tr>
<td>10:45</td>
<td>Breakout Discussion Groups</td>
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<td></td>
<td>Where do we go from here?</td>
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<tr>
<td>11:15</td>
<td>Reconvene: Summary and Observations</td>
</tr>
<tr>
<td>11:30</td>
<td>Closing Remarks and Adjournment</td>
</tr>
</tbody>
</table>

Among Interlex’s 47 members include law firms such as:

**Perkins Coie**

**Taylor Wessing**
HALF-EARTH DAY 2020

AS ZOOM CONSULTANT FOR THE E.O. WILSON BIODIVERSITY FOUNDATION, WE OVERSAW THE SUCCESSFUL HALF-EARTH DAY® 2020 LIVESTREAM VIA ZOOM WEBINAR, FACEBOOK LIVE, AND YOUTUBE LIVE.

THE EVENT FEATURED ACTRESS GLENN CLOSE, GRAMMY WINNER PAUL SIMON, AND NOTED SCIENTISTS, ACADEMICS, PHILANTHROPISTS, AND BUSINESS LEADERS.
Praise from our client:

Thank You!  

Nicole Hartman  
Oct 22, 2020, 12:46 PM (1 day ago)  
Re:  

Hi David,

I want to you thank you once again for making sure everything worked PERFECTLY, which it did! You truly helped us share a great event during a very challenging year. We appreciate all of your hard work!

Very Best,
Nicole Hartman
Business Manager
E. O. Wilson Biodiversity Foundation
300 Blackwell Street, Suite 102
Durham, NC 27701
Email: nhartman@eowilsonfoundation.org
Cell: (515) 408-6122

eowilsonfoundation.org
half-earthproject.org

Stats:
2204 Zoom registrants
1500+ Facebook Live streams + views
460+ YouTube Live streams + views
100+ Q&A answers via Zoom’s Q&A tool
SUMMIT HIGHLIGHTS

TECHFIRE’S SPRING 2019 CONFERENCE
What’s Next for Tech & the Economy • The Future of Mobility
March 20, 2019 • Playa Vista (USC ICT) • techfire.co/2019

THE FUTURE OF TECH
Shasta Ventures
Nitin Chopra, Partner

Greycroft
Mark Terbeek, Partner

TECHNOLOGY VISION 2019
Accenture
Mary Hamilton, Managing Director, Accenture Labs

ECONOMIC FORECAST
LAEDC
Dr. Somijta Mitra
Director, Institute for Applied Economics

THE FUTURE OF MOBILITY
Spin
Douglas Curl
General Manager, LA

City of Los Angeles
Councilman Mike Bonin
Chair, Transportation Committee

City of Los Angeles
Councilman Joe Buscaino (pending final confirmation)

Culver City
Mayor Thomas Small

City of Santa Monica
Anuj Gupta
Deputy City Manager

TechFire has been featured in Techmeme’s list of nationally-significant tech events. Learn more about this & our more than 40 events since 2013: techfire.co
MORE HIGHLIGHTS

IN PARTNERSHIP WITH OUR SPONSOR LYFT, OUR SCOOTER SUMMIT — HOSTED AT CITY HALL BY LOS ANGELES MAYOR ERIC GARCETTI’S OFFICE — FEATURED A KEYNOTE BY THE HONORABLE ANTHONY FOXX, FORMER U.S. SECRETARY OF TRANSPORTATION UNDER PRESIDENT OBAMA.
TechFire convened some of the top autonomous vehicle leaders from across the nation for a high-level summit, broadcast on C-SPAN. Los Angeles Mayor Eric Garcetti’s Office hosted the event in the event space atop Los Angeles City Hall.

**SPEAKERS:**
- **CHRIS URMSON**
  - Founder/CEO, Aurora Innovation; Former Director, Google’s Self-Driving Car Project
- **HEIDI KING**
  - Acting Administrator, National Highway Traffic Safety Administration
- **RANDY IWASAKI, P.E.**
  - Executive Director, Contra Costa Transportation Authority / Gomentum Station
- **BRAN FERREN**
  - Co-founder / Chief Creative Officer, Applied Minds; Advisor, Toyota Research Institute
- **U.S. SENATOR GARY PETERS (D-MICH)**
  - Co-Lead Sponsor, AV Start Act (By Video)

**COMPANIES ATTENDING:**
- Tesla
- GM
- Cruise
- Hyundai
- Enterprise Holdings
- Fortune
- Autonocast
- AECOM
- FHWA
- U.S. Department of Transportation
JUST A FEW OF OUR PAST SPEAKERS

SAM SHANK
CO-FOUNDER & CEO
HOTELTONIGHT

ERIC FENG
PARTNER
KLEINER PERKINS

JOSH ELMAN
PARTNER
GREYLOCK PARTNERS

BETH SEIDENBERG
PARTNER
KLEINER PERKINS

TROY CARTER
CHAIRMAN/CEO
ATOM FACTORY & SMASHD LABS

BRAD FELD
CO-FOUNDER
TECHSTARS
MANAGING DIR.
FOUNDRY GROUP

CHRIS URMSON
FOUNDER/CEO,
AURORA INNOVATION

ABOUT.ME
PARTNER,
TRUE VENTURES

TROY CARTER
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ABOUT.ME
PARTNER,
TRUE VENTURES

KARA NORTMAN
PARTNER
UPFRONT VENTURES

JEREMY LIEW
PARTNER
LIGHTSPEED VENTURE PARTNERS

THOMAS GEWECKE
CHIEF DIGITAL OFFICER & EVP
WARNER BROS.

HOWARD MORGAN
PARTNER
FIRST ROUND CAPITAL

WILL HSU
MANAGING PARTNER
MUCKER CAPITAL

THERESE TUCKER
FOUNDER, CEO & CHAIRMAN
BLACKLINE

BRAN FERREN
CO-FOUNDER/CHIEF CREATIVE OFFICER
APPLIED MINDS

CASEY WINTERS
GROWTH ADVISOR IN RESIDENCE
GREYLOCK PARTNERS

GREG BETTINELLI
PARTNER
UPFRONT VENTURES

TONY CONRAD
CEO & FOUNDER,
ABOUT.ME
PARTNER
TRUE VENTURES

MICHAEL DUBIN
CO-FOUNDER/CEO
DOLLAR SHAVE CLUB

DANA SETTLE
FOUNDING PARTNER
GREYCROFT PARTNERS

GIL ELBAZ
FOUNDER/CEO
FACTUAL

CODY SIMMS
PARTNER
TECHSTARS

ERIK RANNALA
MANAGING PARTNER
MUCKER CAPITAL

JOSH YGUIADO
CO-FOUNDER & PRESIDENT
JAM CITY

IRA RUBENSTEIN
CHIEF DIGITAL AND MARKETING OFFICER
PBS

TED SCHILOWITZ
FUTURIST IN RESIDENCE,
PARAMOUNT PICTURES

U.S. SENATOR GARY PETERS
CO-LEAD SPONSOR,
AV START ACT (BY VIDEO)

CONTINUED
SEE NEXT SLIDE
IN MEMORIAM

DAVE GOLDBERG
CEO, SURVEYMONKEY

DAVE GOLDBERG TRAGICALLY PASSED AWAY IN MAY 2015. HE HAD BEEN SCHEDULED TO SPEAK AT TECHFIRE IGNITE; WE DEDICATED THE EVENT IN HIS MEMORY, AND SPEAKERS SHARED REFLECTIONS ON LESSONS WE CAN LEARN FROM HIS EXAMPLE.

AND MANY MORE
PRAISE FROM PAST SPEAKERS & ATTENDEES:

“Fun event with a great set of speakers.”
— Chris Urmson, Co-Founder/CEO, Aurora
Former Head of Google’s Self-Driving Car Project (now Waymo)

“Amazing conferences on autonomous vehicles and future mobility services”
— David Kim, VP of Hyundai Motor Company (at the time); now Secretary of the California State Transportation Agency (CalSTA)

“Thanks again for a wonderful event yesterday. I really enjoyed the speakers and it was an immense pleasure to hear the entire program. What an exciting time!”
— Heidi King, Acting Administrator, National Highway Traffic Safety Administration (NHTSA), USDOT

No endorsement by government agencies is implied.
JUST A FEW HIGHLIGHTS FROM PAST EVENTS:
PAST EVENT PROFILE:

- Breakdown of the 400+ registrants at a TechFire Ignite Summit:

  61% Total Senior-Level Executives
  (CEOs + Other C-Level + Founder + VP + Director)
55+ EVENTS: A TIMELINE
WITH MANY MORE TO COME!

2021
• Burbank Tech Talk events (via Zoom), Burbank Startup Pitch Fest, and more for our client The City of Burbank
• NFT Summit
• VC Fireside Chat sponsored by Lewis Brisbois
• Plus other client events, and much more in the works

2020
• Five Burbank Tech Talks events, via Zoom Webinar, with speakers like Rep. Adam Schiff and more
• DLA Piper-sponsored fireside chat with a VC from Felicis Ventures, via Zoom Webinar
• CMBG Webinar on Restructuring Options
• Ran Zoom & Facebook Live / YouTube for client events featuring Glenn Close, Paul Simon, et al: techfirezoomconsulting.com

2019:
• Spring summit sponsored by Accenture, Fenwick, Ford (Spin), and SCAG, featuring Shasta, Greylock, and more
• WSGR-sponsored Fireside Chat with a VC from Index
• DLA Piper-sponsored event with CAA’s Michael Yanover
• The Future of AR/VR/MR, at Microsoft Playa Vista, funded by the Fairfax County Economic Development Authority
• continued at right

2019 (continued)
• Burbank Tech Talks events with female founders, VCs, & more, plus a Pitch Fest, for our client the City of Burbank
• Autonomous Vehicles + Micromobility Summit in SF at Salesforce Tower, featuring BMW, Lime, and more, @ Salesforce Tower
• Future of Mobility in Santa Monica, sponsored by Spin
• LA Tech Awards @ SoFi Stadium Premier Center

2018
• A scooter summit sponsored by Lyft, hosted by the Mayor’s Office at LA City Hall, featuring former US Secretary of Transportation Anthony Foxx and more
• Events mobility and AR/VR in partnership with WSGR
• Startup.Burbank Pitch Festival and Burbank Tech Talks
• Event with the Fairfax County Economic Development Authority (our consulting client) at Microsoft LA
• Burbank Tech Summit (March 6): sold-out (400+ RSVPs). Speakers: Paramount Pictures’ Futurist in Residence, PBS’ Chief Digital & Marketing Officer, and many more from Warner Bros., UCLA Health and beyond.
**EVENT TIMELINE — CONTINUED**

**2017:**
- **Summit on the Self-Driving Car Revolution:**
  broadcast on national TV by C-SPAN and hosted atop Los Angeles City Hall by Mayor Eric Garcetti’s office, this standing-room only summit featured many of the nation’s leading autonomous vehicle experts, including Chris Urmson, Heidi King, U.S. Senator Gary Peters, Bran Ferren, and more.
- **The Road to Series A:** a four-event series, sponsored by WSGR and hosted by Google and Luma Pictures, featuring panels/presentations on product/market fit, seed funding, growth marketing, and building a team, with speakers like Greylock’s Casey Winters.
- **Burbank Tech Talks:** an expanded lineup of eight events, featuring speakers like Warner Bros. Chief Digital Officer Thomas Gewecke, PwC’s U.S. innovation leader Mitra Best, Creative Artists Agency’s Michael Yanover, and others from companies like Uber and WeWork.

**2016:**
- **Four Fireside Chats** sponsored by Wilson Sonsini Goodrich & Rosati, featuring speakers such as:
  - Kleiner Perkins partner Eric Feng,
  - Factual Founder/CEO Gil Elbaz
  - Lightspeed Venture Partners partner Jeremy Liew
  - Greycroft partner Mark Terbeek
- **Four Burbank Tech Talks** on behalf of our client, the City of Burbank
2015:
• **TechFire Ignite Summit** (Santa Monica)
  • featured in Techmeme Events’ list of nationally & internationally significant tech events alongside Recode’s Code Conference, WSJ DLive, South by Southwest (SXSW), & TechCrunch Disrupt.
  • featuring speakers from Silicon Valley & L.A. such as Sam Shank (HotelTonight), Tony Conrad (About.me & True Ventures), angel Paige Craig, and many more
  • 400+ registrants (standing-room-only!)
  • Sponsors: EY, Wilson Sonsini Goodrich & Rosati, BlackLine, CBRE

• **Four Fireside Chats**
  • Sponsors: EY, CBRE, Wilson Sonsini Goodrich & Rosati (WSGR), j2 Global (NASDAQ: JCOM), etc.
  • Speakers: Greg Bettinelli & Kara Nortman (Upfront Ventures), Mark Mullen (Double M), and David Siemer (Wavemaker/Siemer & Associates)
  • Hosted by Google, Microsoft, and WeWork.

2015 (continued):
• **Events for Consulting Clients:**
  • WSGR / Wharton | San Francisco / Wilson Sonsini joint event.
  • City of Burbank: Burbank Tech Summit (sold out two weeks in advance). Featuring speakers from Charles River Ventures, Techstars, et al.

2014:
• Six **Fireside Chats** with speakers like Troy Carter (Atom Factory), Brad Feld (Techstars/Foundry Group), Josh Elman (Greylock), David Lee (SV Angel), Dana Settle (Greycroft), etc.
• **TechFire Ignite Summit** (at UCLA Anderson School of Management’s Korn Hall) with speakers like Dollar Shave Club’s Michael Dubin, Kleiner Perkins’ Beth Seidenberg, Mucker Capital’s Will Hsu, and more.
• Sponsors: Deloitte, Wilson Sonsini Goodrich & Rosati (WSGR), j2 Global, & more
Dollar Shave Club Co-Founder & CEO Michael Dubin shares the story behind the viral video that started it all. Now, Unilever acquired them for $1 billion.
TECHFIRE'S "ROAD TO SERIES A" EVENT AT GOOGLE LA, SPONSORED BY WSGR, FEATURING A DISCUSSION ON PRODUCT/MARKET FIT

SELF-DRIVING CAR LEGEND CHRIS URMSON (OF AURORA AND FORMERLY GOOGLE), AND TECHFIRE'S DAVID MURPHY.

C-SPAN COVERAGE OF THE CROWD AT TECHFIRE'S 2017 AUTONOMOUS VEHICLES SUMMIT.

SEN. PETERS' TECHFIRE MESSAGE
Honey’s Glen Allison accepts an award at the 2019 TechFire LA Tech Awards at the SoFi Stadium Premiere Center, just a few weeks after Honey announced its acquisition by PayPal for $4 billion — the biggest deal ever in LA tech.
A CROWD LINES UP TO TALK TO ROB KORNEGAY OF SPONSOR WILSON SONSINI (R) AFTER HE MODERATED A FIRESIDE CHAT. NUMEROUS ATTENDEES HAVE TOLD US THEY HIRED WSGR AFTER SEEING THE FIRM’S EXPERTISE IN ACTION AT OUR EVENTS.

THE TED TALK FOR APPLIED MINDS’ BRAN FERREN (AT LEFT), HAS MORE THAN 1 MILLION VIEWS — SO IT WAS NO WONDER THAT TECHFIRE’S BURBANK TECH TALKS EVENT WITH BRAN AND MUCKERLAB’S ERIK RANALIA, LEFT ATTENDEES ABUZZ.

NETWORKING AT TECHFIRE’S FIRST OF TWO FIRESIDE CHATS AT GOOGLE LA IN 2016.

PARAMOUNT PICTURES’ FUTURIST IN RESIDENCE TED SCHILOWITZ, KEYNOTING OUR 2018 BURBANK TECH SUMMIT.
CASEY WINTERS, GREYLOCK PARTNERS’ GROWTH ADVISOR IN RESIDENCE, AND GROWTH ADVISOR TO TINDER, REDDIT, AND EVENTBRITE, SHARES GROWTH ADVICE WITH FOUNDERS AT A TECHFIRE/WSGR EVENT HOSTED BY LUMA LAUNCH.

NETWORKING IS HALF THE FUN AT TECHFIRE — PARTICULARLY WHEN GOOGLE IS CATERING.

PANELISTS SHARE ADVICE FOR STARTUPS ON THE ROAD TO SERIES A.
Techstars Managing Director Cody Simms, who ran the Disney Accelerator in partnership with The Walt Disney Company, speaks at our Burbank Tech Summit.

NPR & Marketplace Contributor & KPCC Senior Economy Reporter Ben Bergman interviews Annie Kadavy, General Partner at Charles River Ventures (CRV).

Snapchat’s first investor, Jeremy Liew (Lightspeed Venture Partners), with Los Angeles Times Tech Reporter Parsh Dava (L) and Fireside Chat Moderator Patrick Anding (R) of Wilson Sonsini (Sponsor).

Facebook’s former Head of Global Communications & Policy Brandee Barker, interviewed by former Gates Foundation Head of Public Affairs Trevor Neilson, President of Global Philanthropy Group.
DAVE ESTRADA, CHIEF LEGAL OFFICER OF BIRD, TALKS SHARES INSIGHTS INTO THE FAST-GROWING SCOOTER COMPANY.

TECHFIRE’S 2015 CONFERENCE IN SANTA MONICA ATTRACTED A STANDING ROOM-ONLY CROWD.

NETWORKING AT TECHFIRE’S MOST RECENT CONFERENCE IN SANTA MONICA.

ROB KORNEGAY, PARTNER AT WILSON SONSINI (SPONSOR) INTERVIEWS AARON HIRSCHHORN, CO-FOUNDER & CEO OF DOGVACAY.
SUPER-ANGEL PAIGE CRAIG, PICTURED AT CENTER, TALKS BACKSTAGE WITH ROB KORNEGAY (L) AND VIK LAKHWARA (R) OF WILSON SONSINI.

WILSON SONSINI PARTNER ROB KORNEGAY PRESENTS AT AT TECHFIRE IGNITE SUMMIT 2014, HELD AT UCLA ANDERSON SCHOOL OF MANAGEMENT’S BIGGEST VENUE, KORN CONVOCATION HALL.

OUR SPRING 2017 ROAD TO SERIES A EVENT, HOSTED BY GOOGLE LA, FEATURED A DISCUSSION ON PRODUCT/MARKET FIT.

A BURBANK TECH TALKS PRESENTATION ON “STARTUP LAW 101” WITH WSGR’S PATRICK ANDING & KYLE FUNN.
TECHFIRE’S ECONOMIC DEVELOPMENT CONSULTING PRACTICE LEVERSAGE OUR EXPERTISE & RELATIONSHIPS TO HELP CITIES ATTRACT HIGH-GROWTH TECH STARTUPS.

TechFire is trusted by economic development officials to help attract high-growth tech startups and grow the local tech economy. Leveraging our history as a leading tech conference producer, and our experience bridging the worlds of startups and economic development policy, we consult on economic development strategy, and organize programs and events that help grow the local startup community.

Serving clients across the nation, such as The Fairfax County Economic Development Authority (the largest non-state economic development authority in the nation), TechFire first spearheaded our public sector consulting practice at the request of the City of Burbank which hired us to leverage our experience as a leading convener of tech conferences and publisher of the L.A. Tech Agenda economic development report, praised by the L.A. Mayor’s head of tech economic development and by L.A.’s CTO. Burbank was so happy with our work they have brought us back for four more successive contract renewals (so far!), and our Burbank Tech Talks won the city an award from the California Association for Local Economic Development.

We advise cities on strategy and lead the implementation, leveraging our deep relationships with Silicon Valley venture capital investors and others to recruit prominent speakers to come speak at events that build a buzz in the local startup community. We leverage our marketing experience to turn out a big crowds, and host the events themselves.

CLIENT CASE STUDY: CITY OF BURBANK, CA

“A Big Success … Great work” – Burbank City Manager Mark Scott 2016 Award of Merit, California Assn. for Local Economic Development

Burbank first hired TechFire in 2015 to organize a Burbank Tech Summit, and based on the success of our work for the City (with the summit selling out more than two weeks in advance), the City expanded and renewed our consulting contract in 2016, 2017, 2018, 2019, 2020, and 2021 to organize numerous Burbank Tech Talks events, another summit, and startup pitch fests. The series won an award from the California Association for Local Economic Development. We recruited prominent speakers such as Warner Bros.’ Chief Digital Officer & EVP, an investor from a leading Silicon Valley venture capital firm, the Head of Techstars’ Disney Accelerator, and executives from successful Burbank startups. Our consulting services include advising on tech economic development strategy, event planning, leveraging our relationships to recruit high-profile speakers, outreach to press & partners, using our mailing lists and marketing expertise to attract big crowds, and hosting the events on stage.

EMAIL DAVID@TECHFIRE.CO FOR MORE INFORMATION.
Warner Bros. Chief Digital Officer & Executive Vice President Thomas Gewecke spoke at Burbank Tech Talks in July 2017, TechFire’s ninth event since 2015 as a tech economic development consultant for the City of Burbank. With Gewecke’s having oversight of strategy & digital for a $12 billion global giant, there was much to discuss!

**CONSULTING HIGHLIGHTS: BURBANK**

TECHFIRE’S DAVID MURPHY MODERATES A FIRESIDE CHAT W/ THOMAS GEWECKE (AT RIGHT), DISCUSSING TRENDS IN TECH & MEDIA, HIGHLIGHTING BURBANK AS A MEDIA CAPITAL OF THE WORLD, AND A GREAT PLACE FOR STARTUPS.

BURBANK MAYOR WILL ROGERS DISCUSSES BURBANK’S KEY ADVANTAGES.

TECHFIRE’S MARKETING SAVVY ENABLES US TO ATTRACT LARGE CROWDS OF ENTREPRENEURS, FROM FAR & WIDE, AS SEEN AT THIS & OTHER (ABOVE RIGHT) BURBANK TECH TALKS.

NETWORKING IS A BIG PART OF OUR EVENTS AS WELL.

**CONSULTING HIGHLIGHTS: BURBANK**

Warner Bros. Chief Digital Officer & Executive Vice President Thomas Gewecke spoke at Burbank Tech Talks in July 2017, TechFire’s ninth event since 2015 as a tech economic development consultant for the City of Burbank. With Gewecke’s having oversight of strategy & digital for a $12 billion global giant, there was much to discuss!
The city of Burbank, a TechFire client, won an award for Burbank Tech Talks (which TechFire plans & hosts). San Fernando Valley Business Journal

Burbank Wins Economic Development Awards

By Carol Lawrence

Tuesday, April 4, 2017

“The city of Burbank has won three awards for economic development efforts last year in a statewide competition. The city’s business and economic development division won three awards of merit in three categories...from the California Association for Local Economic Development. …

Burbank Tech Talks [which TechFire plans & hosts as a consultant to the City] won the programs award. The four-part speaker series that launched in September was aimed at entrepreneurs, and created a networking environment that promoted and grew startup industries engaged in technology, media, biotech and clean technology. Burbank Tech Talks grew out of the Burbank Tech Summit in November 2015 with more than 180 businesses.”

For more info, see the full article, and the City’s news release.
The Fairfax County [Virginia] Economic Development Authority (FCEDA) is the largest non-state economic development authority in the nation.

FCEDA selected TechFire as a consultant to organize and host marketing events in Los Angeles in 2018 & 2019 to promote Fairfax to tech entrepreneurs in California. Microsoft hosted both events at their Playa Vista, CA office.
CONSULTING CLIENTS
CITY OF BURBANK

THE START: 2015 BURBANK TECH SUMMIT

The City of Burbank hired TechFire to recruit speakers & attendees for a successful 2015 Burbank Tech Summit. The event sold-out (250+) more than a week in advance, and featured speakers from The Walt Disney Co & Techstars’ Disney Accelerator, Charles River Ventures, a panel, and a moderator from NPR / Marketplace. In 2016 Burbank had us build on the momentum (see next slide).

“A Big Success ... Great work”
– Burbank City Manager Mark Scott
(see testimonials slide for full quote)

Los Angeles Times the Burbank Leader
Burbank 'tech summit' attracts visitors near and far
Based on the success of our 2015 consulting work, the City of Burbank’s Community Development Department expanded and renewed TechFire’s consulting contract, retaining us in 2016, 2017, 2018, and 2019, and to organize numerous Burbank Tech Talks, Burbank Tech Summits, and Startup Pitch Fests. These Burbank Tech Talks directly implemented the request by a speaker at the first Burbank Tech Summit for a series of networking events to help foster the tech community. Each monthly event features networking, lunch, and a speaker sharing advice on topics like raising venture capital, or marketing your company. TechFire planned event topics, invited speakers, turned out a crowd, and moderated the discussions at each event. Burbank Tech Talks won an award from the California Association for Local Economic Development.
In 2018 in addition to continuing the popular Burbank Tech Talks series with high profile speakers like Silicon Valley venture capitalist Saar Gur (CRV), we organized a major Burbank Tech Summit featuring a keynote by Paramount Pictures’ Futurist in Residence, plus panels on the future of entertainment and healthcare with speakers like PBS’ Chief Marketing & Digital Officer and others from Warner Bros., UCLA Health, ESL, and more.

In 2018, and again in 2019, we produced a fun new event format — a startup pitch festival where entrepreneurs can pitch in front of a live panel of judges. We arranged for Google to donate prizes and for WarnerMedia’s Cartoon Network Studios to host things. Techstars’ Cody Simms keynoted the 2018 event, with Halogen Ventures’ Jesse Draper serving as 2019 keynote.

For 2021, the Startup Pitch Fest leverages virtual event best practices.


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**PLUS: 2020-2021 PIVOT TO DIGITAL: SEE DETAILS ON OUR ZOOM WEBINARS SERIES FOR BURBANK IN THE VIRTUAL EVENTS SLIDES, EARLIER IN THIS PDF.**
Wilson Sonsini, the leading law firm serving the tech sector, paid TechFire to help with a joint Wilson Sonsini – Wharton | San Francisco event on the Digital Revolution in Retail Marketing, featuring Wharton marketing professor Patti Williams and Jim Stuart, Founder & Chairman of PIRCH, a retail chain named to the 2015 Forbes list of America’s Most Promising Companies.

Tuesday, January 13, 2015
The Digital Revolution in Retail Marketing:
Consumer Emotions, Digital Joy and How to Win the Hearts and Minds of Your Customers

Featuring
Patti Williams
Haas A. Lomax Associate Professor of Marketing
The Wharton School
Jim Stuart
Chairman and Founder, PIRCH

The pace of change in the retail sector is not only accelerating, it remains difficult to decide where it is headed. Combining their academic and practical perspectives, Professor Williams and Mr. Stuart will share their perspectives on traditional retail moving into e-commerce, on e-commerce pursuing new storefronts and a generation of shoppers seeking meaning and purpose. Join us for a lively discussion on bringing emotion to the retail frontier and on the trends shaping the next chapter of the digitally empowered consumer.

Fairmont Miramar Hotel
1111 W. 4th Street
Santa Monica, CA 90401

Agenda
9 a.m. - Registration
9:30 a.m. - Program
9:50 - 7:30 p.m. - Networking Reception

TechFire’s event consulting practice is backed by our founder’s expertise with 75+ events throughout his career. Highlights (besides TechFire) include:
• spearheading & hosting a CEO Summit at the City Club that was praised in a dedicated editorial by the editor of the LA Business Journal
• organizing major business forecast conferences & other annual events for one of L.A.’s most powerful business groups (the Valley Industry & Commerce Association), featuring top elected officials & business leaders
• organizing events hosted by The Walt Disney Co. • Universal Studios (lot) • Worth Real Estate Group • etc.
• securing sponsorships from Elon Musk • Google • Uber • Lyft • The Broad Foundation • Metro (LACMTA, also an event consulting client)
• hosting, organizing, and/or helping with events with speakers including Warren Buffet • Bill Clinton • George W. Bush • Hillary Clinton • Magic Johnson • Newt Gingrich • Ed Begley, Jr. • Anthony Lake • etc.
• hosting events covered by a wide range of media, including the New York Times.
GET IN TOUCH

Contact TechFire Founder & CEO David C. Murphy at david@techfire.co or 310.359.8955.

Learn more about us at http://techfire.co/