

# Digital LA - Superheroes Go Digital / Social

Digital LA

Monday, July 21, 2014 from 7:00 PM to 9:30 PM (PDT)

Los Angeles, CA

## Event Details

**Digital LA**

# SUPERHEROES

**GO DIGITAL & SOCIAL**

**Heath Corson**  
Justice League: War

**Joelle Sellner**  
Lion Forge Comics

**Hal Hefner**  
Transmedia LA

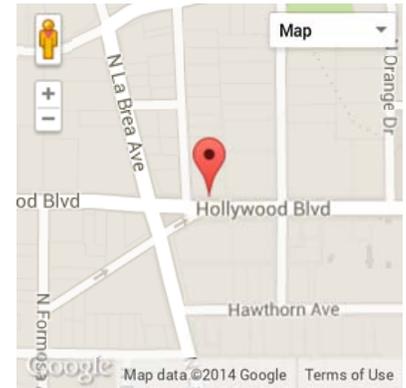
**Jackson Lanzing**  
Jump! Creative

**Dan Casey**  
Nerdist

**wework**  
**JULY 21, 7-9P**  
**WEWORK HOLLYWOOD, 7083 HOLLYWOOD BLVD**  
RSVP <http://dlacom6.eventbrite.com>

Join us for our sixth annual Digital LA - Digital Comics panel in LA on the Monday before San Diego Comic-Con. Our expert panelists will discuss digital and social media campaigns related to the creation, development, distribution and marketing of superhero related movies, games, apps, etc. all at WeWork Hollywood.

## When & Where



**WeWork Hollywood**  
7083 Hollywood Blvd  
Los Angeles, CA 90028

Monday, July 21, 2014 from 7:00 PM to 9:30 PM (PDT)

[Add to my calendar](#)

## Organizer

### Digital LA

Digital LA organizes networking events for online entertainment, marketing and advertising friends and professionals around entertainment, startups, movies, TV/web series, music, video games, VFX/3D, including content creation, development, distribution, marketing and social media. Digital LA is the founder of the Silicon Beach Fest, a biannual startup entertainment conference.

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<http://digitalla.net>

[3 upcoming events on Eventbrite](#)

[140 past events on Eventbrite](#)

**Panelists:**

- **Heath Corson, Writer, DC's Justice League: War** animated movie, starring Superman, Wonder Woman, Batman who fight aliens to save Earth. In addition, Heath is writer of Batman: Assault on Arkham, and co-host of the Nerdist Comics Panel podcast which interviews comic writers & artists, and genre writers in tv, film, animation and video games about the challenges of writing these characters in different mediums. Heath also co-wrote the award-winning web series AIM HIGH. @heathcorson

- **Joelle Seller, Lion Forge Comics**, freelance writer on titles including new title Wonderous, about a superheroine college student who volunteers for a medical study and accidentally gets a dose of superpowers. As she experiments with her new abilities, she must suddenly put them to the test to fight a sinister super villain – who also happens to be her ex-boyfriend. Joelle also writes on digital comics Saved by the Bell, Punky Brewster, and Mer.

- **Hal Hefner, Catmonkey, Chief Creative Officer** and Transmedia LA, Managing Director. Hal worked on the transmedia campaign for X-Men Days of Future Past, including the world-setting web sites and videos for Trask Industries and the Magneto Bullet campaign. X-Men Days of Future Past is the #3 box office movie so far of 2014. He also recently organized LA's first cyberpunk transmedia experience party.

- **Jackson, Lanzing, Jump! Creative**, Creative Director. Jackson worked on the social campaign to promote The Wolverine release on DVD, which won the Shorty Award for Best Social Media Campaign for Film. The campaign leveraged the film's 3.4M FB fans to create a multiplatform Wolverine Declassified experience, which revealed new facts about Logan's life, often receiving 3x social media engagement. The campaign created brand ambassadors, and increased home video sales. In addition, Jackson has worked on digital video work for projects including Amazing Spider-Man II. He also co-wrote the digital/social-minded Boom! comic series Hacktivist.

- **Dan Casey, Nerdist**, Associate Editor. Writer and interviewer, Dan covers television, film, comics and more both on and off-camera, and manages a team of writers to report breaking superhero and pop culture news, longform features, and random bits of pop ephemera.

- Moderator: **Kevin Winston, Digital LA**, CEO and Founder, @DigitalLA @kevinwinston.

**CALL FOR SPEAKERS:** If u worked on a digital / social media for a superhero related film, app, digital comic, etc. in the past year, (X-Men, Captain America, Superman, Batman, Avengers, etc.) email info@digitalla.net with SUPERHERO as the subject and a short description.

**AGENDA**

- 7-8p: Check in and Networking
- 8-9:30p: Panel and Q&A.

**Parking:** Recommended at Fresh and Easy / LA Fitness lot, \$8 max. Not covered or validated.

Have questions about Digital LA - Superheroes Go Digital / Social? [Contact Digital LA](#)