

How Embracing Transmedia can Supercharge Your Career

FEBRUARY 5, 2017



Event Date: Saturday, February 11, 2017 || Speakers: Maytal Gilboa, Joelle Sellner and Russell Nohelty || Check-in: 12:30 pm

Transmedia is a Hollywood buzzword these days, but what does it mean? How can it help your career? Why is it so important for the future of our industry? Join moderator Russell Nohelty (publisher of Wannabe Press and host of The Business of Art podcast), as he dives deep into transmedia with a panel of experts.

**Check-in begins at 12:30 pm.
Event starts at 1:00 pm.**

No Refunds. No Credits.

[More details:](#)

Joining him are Maytal Gilboa (publisher of EMET comics and producer of The Hive), and Joelle Sellner (writer on the Ben 10, The Avengers, and Teen Titans animated shows). If you've ever wondered who diversifying your writing portfolio is important or how to work in multiple mediums, this is the panel for you. Transmedia is a critical cog in building a successful writing career, and this panel will set you up for success.



Maytal Gilboa is the founder and CEO of Emet Comics. Prior to starting the company, she spent 4 years working as an executive at ReelFX Creative Studios (The Book of Life, Freebirds). She is a graduate of USC's School of Cinematic Arts and a co-founder of HollywoodWest, a networking organization for female executives working in film, television, and publishing.



Joelle Sellner began her career as an advertising copywriter, writing award-winning print, radio and television ads for clients such as Lexus, In-N-Out Burger, and Kleenex. Her writing for animated shows includes Sonic Boom, Ben 10: Omniverse, Teen Titans, Shin Chan, and Avengers: Earth's Mightiest Heroes. Her animated web series work includes Mattel's Monster High, Fifi: Cat Therapist for Dreamworks TV and the upcoming Super Slackers, which she created. Joelle has also worked on comics for DC, Marvel, Dynamite and IDW, as well as Lion Forge/Roar

Comics (including reboots of NBC classic shows Saved By the Bell and Punky Brewster). In addition, she has written several live action made-for-cable romantic comedies which have aired on the Lifetime Movie Network.

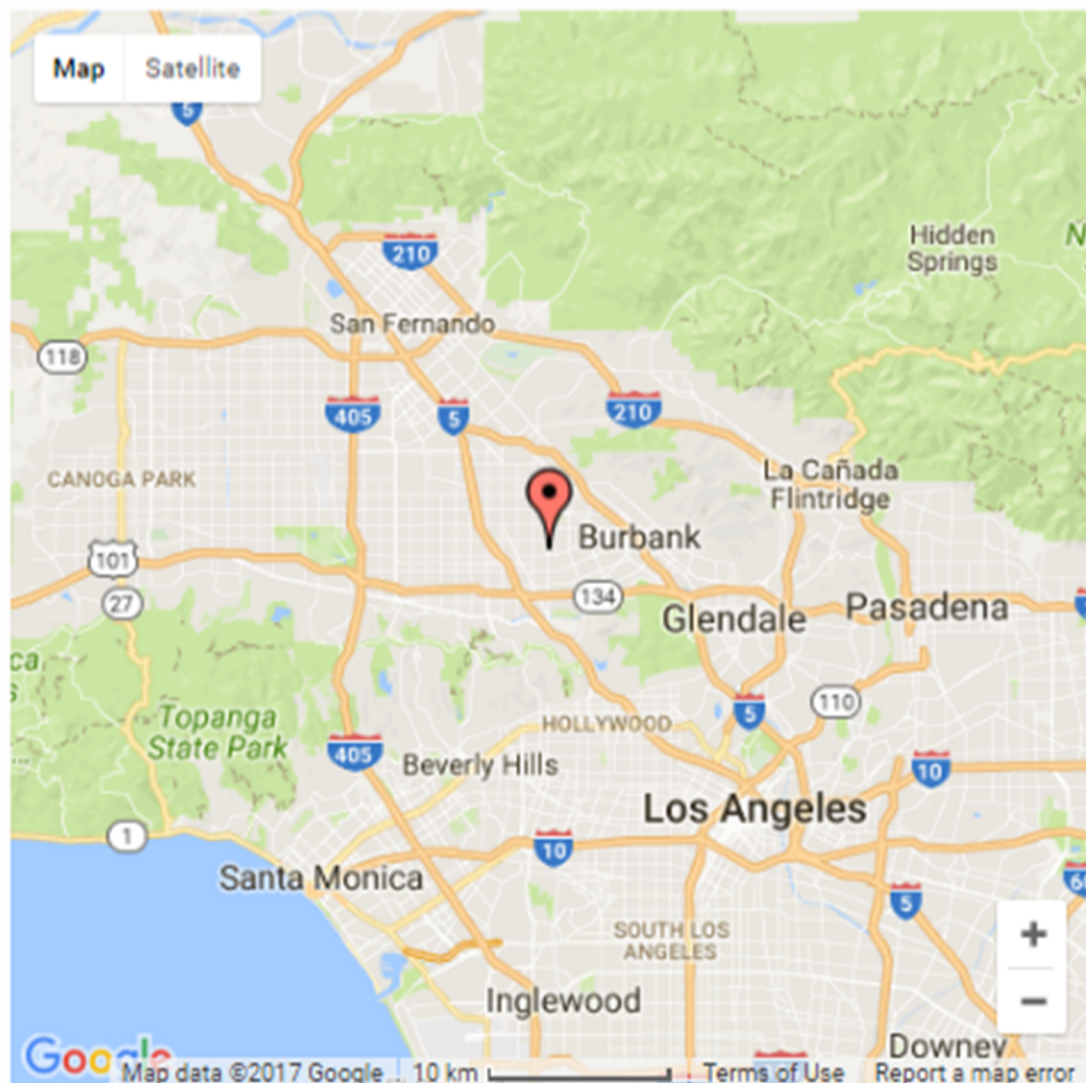


Russell Nohelty (moderator) is a writer, publisher, and consultant. He runs Wannabe Press, which makes weird books for weird people, and hosts The Business of Art Podcast, which helps creators build better businesses. He created the Ichabod Jones: Monster Hunter, Katrina Hates the Dead, and Gherkin Boy graphic novels. He's also the author of Spaceship Broken, Needs Repairs, My Father Didn't Kill Himself, and Gumshoes: The Case of Madison's Father. He started his career by writing, producing, and directing the web series Connections.

Join us on the Second Saturday every month at:

Sidetrack Creative Studios
5723 Auckland Ave.
North Hollywood, CA 91601

[Creative Studios Facebook page](#)



As this is a professional event, we ask that you please arrive prior to the event start time.

Meeting Timeframe: 1:00 pm to approximately 3:00 pm

Free Street Parking!

*Please remember to bring a picture ID and your **SWN Membership Card!***

Any questions, email us at info@scriptwritersnetwork.org.