

# TECHFIRE

## ZOOM CONSULTING

Put TechFire CEO David Murphy's proven Zoom expertise to work for your company, empowering you to 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 support, TechFire is your trusted Zoom partner.



**half-earth day 2020**

VIRTUAL EVENT  
October 22, 2020  
11am - 3:15pm EDT

**SESSIONS:**

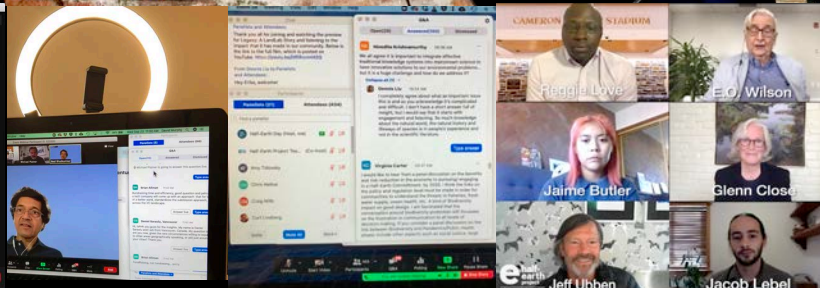
- How to Save the Natural World  
11am - 11:15am EDT
- The Science of Half-Earth  
11:15am - 12:30pm EDT
- Inspiring the Next Naturalist  
12:40pm - 1:50pm EDT
- Igniting Change  
2:00pm - 3:15pm EDT

half-earth project

**THE INTERLEX GROUP**  
INTERNATIONAL LAW FIRM NETWORK

**ANNUAL MEETING AGENDA**  
Day 1: Wednesday, October 28  
9:30AM EASTERN TIME (EDT)/UTC-4: Meeting Begins

9:30	President Welcome Larry Swibel	<b>Energy is Key in Virtual Environment</b> <ul style="list-style-type: none"><li>In a virtual environment energy is more important than in person</li><li>Have energy - engaged, confident</li><li>Energy communicates "I've got this"</li><li>Lack of energy = disinterest, lack of commitment</li></ul>
9:45	Marketing and Programming Update Fannie Gilligan	
9:50	The Do's and Don'ts of Virtual Meetings Marsha Redmon, Marsha Redmon Communications*	
10:50	Breakout Discussion Groups 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.	
11:20	Reconvene: Summary and Observations	
11:30	Closing Remarks and Adjournment	



**TECHFIRE**

**THE STATE OF VENTURE CAPITAL: HOW TO RAISE FROM VCS & ANGELS DURING A PANDEMIC**

Presenting Sponsor: LEWIS ROSENBERG

**BOLD**  
Neal Shekhar  
General Partner  
BOLD Capital Partners

**LEWIS ROSENBERG**  
Devin de Coppel  
Passena Angels

**LEWIS ROSENBERG**  
Michael Patten (Moderator)  
Chief, Corporate Practice, and  
Co-Chief, Securities & Corporate Finance Practice  
Lewis Rosobee

**TECHFIRE**

**BUSINESS STRATEGIES FOR EXTENDING RUNWAY AND RESTRUCTURING DURING THE PANDEMIC**

Featuring CMBG Advisors President Jim Baer (moderator), Halogen Ventures Founding Partner Jesse Draper, DLA Piper Partner Patrick Anding, and Pritzker Group Venture Capital Partner Matt McCall  
September 10, 2020 • 11 am PST • Zoom Webinar

PRESENTING SPONSORS: CMBG ADVISORS & DLA PIPER

**CMBG**  
Advisors, Inc.

**DLA PIPER**

**HALOGEN**  
Ventures

**PRITZKER GROUP**





# EXPERT ZOOM HELP



## Your Trusted Consultant for World-Class Zoom Webinars & Meetings

When you turn to TechFire for help with Zoom Webinars and Zoom Meetings, we don't just hand things off to a junior staffer to help you after signing you up as a client — you get the hands-on expertise of our CEO, David Murphy, who brings extensive experience planning and hosting TechFire's in-house programs and client events featuring speakers such as CEOs, investors, and high profile leaders like Congressman Adam Schiff. In addition to numerous Zoom Webinars, David has hosted more than 50 TechFire live events. Founded in 2013, TechFire has been recognized in Techmeme's list of nationally significant tech conferences alongside events from Google and TechCrunch.



## Get Started: Contact Us Today

Contact TechFire CEO David Murphy today by text/phone at 310.409.6370 or email [david@techfire.co](mailto:david@techfire.co) to verify availability, then **[click here to purchase a starter package.](#)** For details on pricing and services, see the slides that follow.



# OUR SERVICES

PAY FOR ONLY WHAT YOU NEED

## BEFORE THE EVENT: PLANNING, SETUP, & TRAINING

### **Needs Analysis & Pre-Planning** (approx. 30 minutes)

We will sit down with you (virtually, by phone!) to analyze your needs and demystify which of Zoom's offerings, and many different subscription tiers and add ons, make sense. We'll share tips to avoid potential pitfalls, too.

### **Setup Help & Settings Walkthrough** (approx. 30 minutes)

We will jump on a joint conference call with you, and your meeting host, to walk through Zoom settings to ensure best practices are followed for preventing Zoombombing and other pitfalls, and will discuss hardware setup and event flow. We'll assist with setting up the rehearsal and main event as well.

### **Training, and Rehearsal/Practice Session** (30 minutes+)

Our consultant and all of your team will join the scheduled practice rehearsal Zoom session. We'll run through a quick training on features and best practices, and allow you to "take the wheel" with the controls. We'll discuss best practices and pitfalls to avoid, to make sure all parties are ready and feel confident to proceed.

### **Program Planning + Assistance**

We will help strategize on content / agenda planning, and help as needed with speaker invites, taking RSVPs/inviting attendees/ developing an event site (Eventbrite, etc), developing questions and themes and the event script. TechFire CEO David Murphy has experience planning not only TechFire's 55+ programs (including programs that have won our clients awards), but also conference panels for one of Los Angeles' most powerful business groups, and hosting 50+ programs at the famed Athenaeum distinguished speaker series.

## DAY OF EVENT

### **Pre-Event Warmup / Final Setup** (30 – 60 minutes)

Our consultant and your team will join the scheduled Zoom Webinar / Meeting early to make sure everyone's setup and settings are working, and to ensure all panelists and co-hosts are logged in with full privileges, and we'll do a final test.

### **Live Zoom Webinar/Meeting Production Assistance**

Our consultant will help co-host the meeting virtually, standing by to help with digital production logistics like unmuting audio + video for upcoming speakers and spotlighting the featured speaker, so that you can focus on your remarks!

### **Basic Slide Sharing**

Leave the worrying to us about handling the logistics of screen sharing and running your slides. Trying to host the meeting, speak, AND run the slides can be overwhelming. We'll handle basic slide sharing, so you can focus on your remarks.

### **Complex Content Sharing (mix of video(s), pre-recorded/live talks, breakout groups, slides etc.)**

Need help with a complex run of show? Multiple prerecorded segments, live segments, slide and video sharing, you name it — we're here to help.

### **Event Emcee / Moderation**

As part of our premium package, we can also serve as a master of ceremonies or moderator, speaking by video or just by audio announcement, and delivering an introduction and any housekeeping, and optionally moderating the entire program or audience Q&A, and offering closing remarks.

## AFTER THE EVENT

### **Video Editing / Post Production, Uploading (PRO PACKAGE ONLY)**

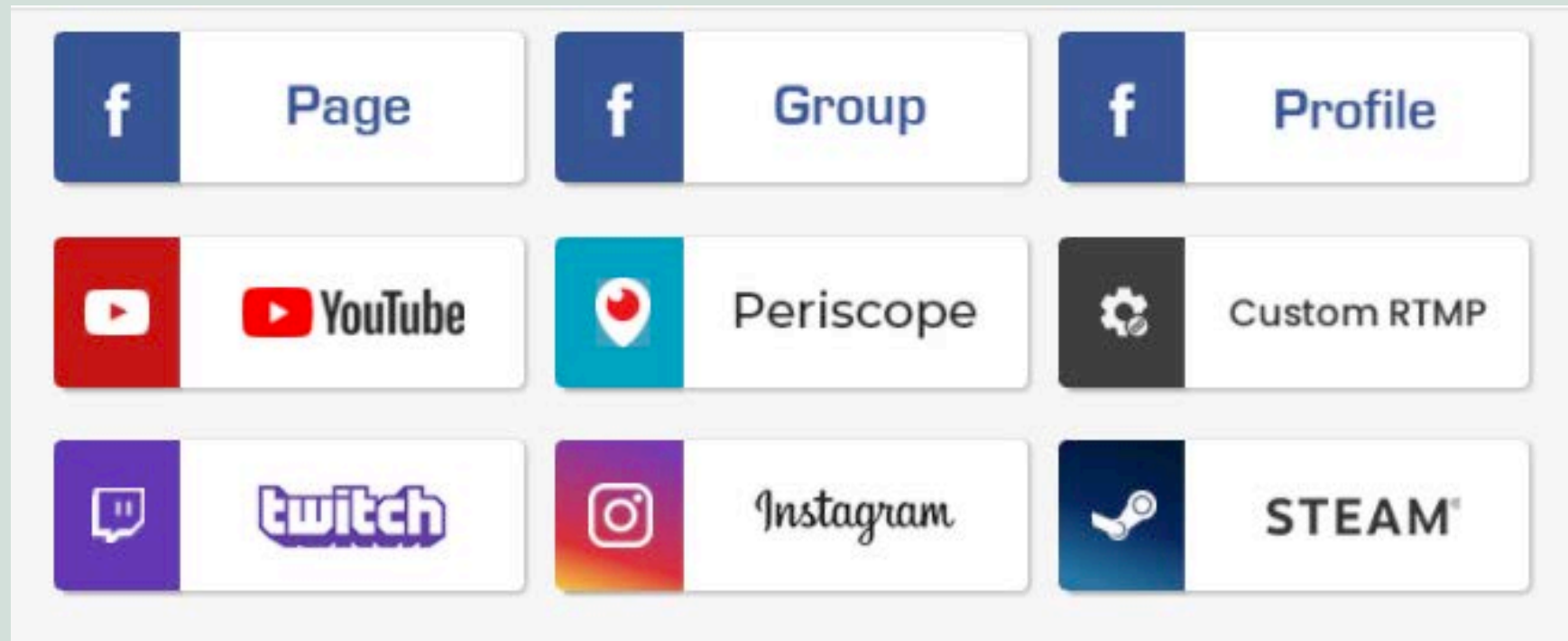
From simply uploading a recording of the webinar to YouTube, to making heavier duty post production video editing, we're available to help package together your webinar for views long after it's over.

*Pay for only what you need. See the Pricing slide for details. >>>*

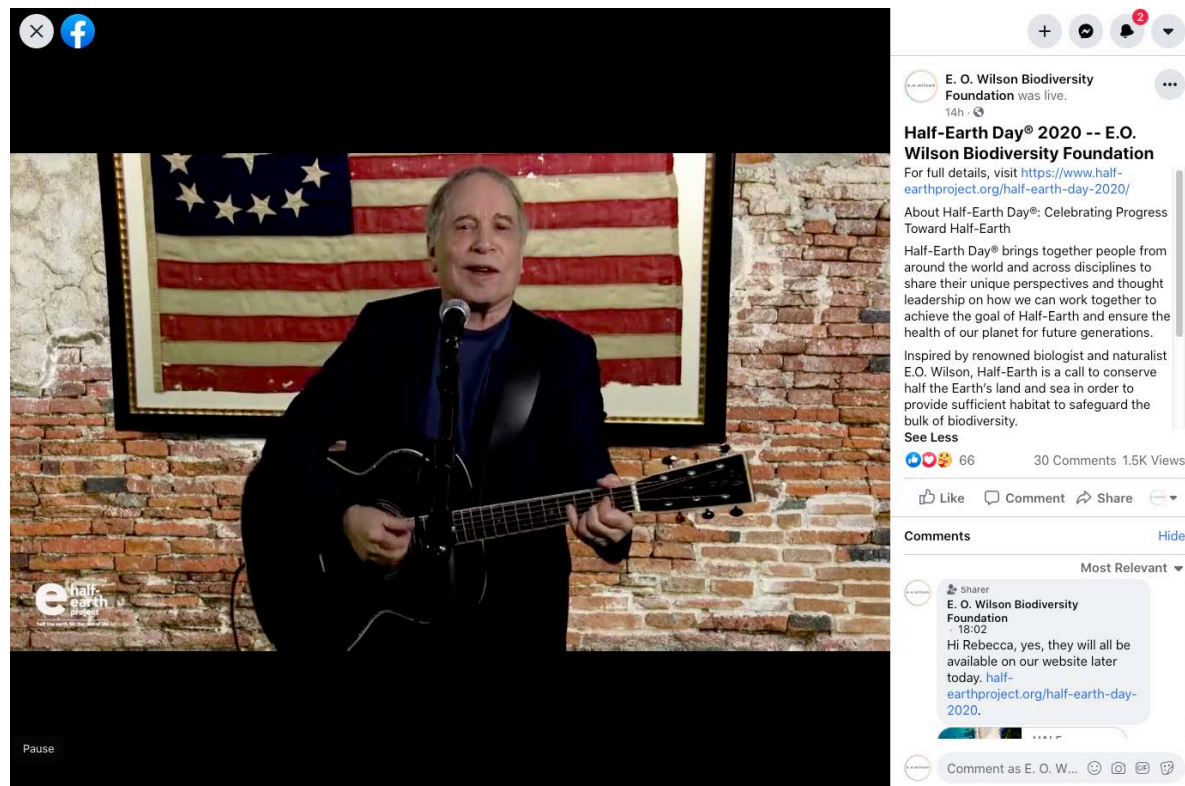


# FACEBOOK LIVE, YOUTUBE LIVE, AND MORE

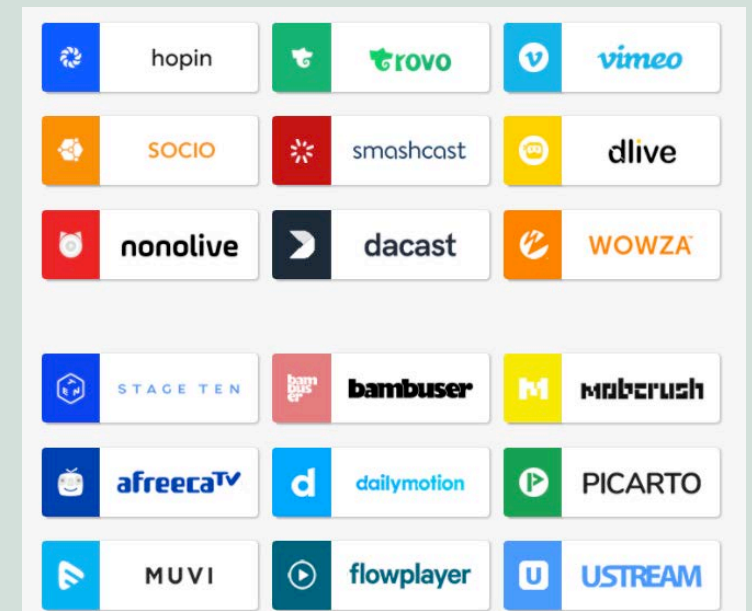
In addition to Zoom, we can help livestream to other platforms too:



*We set up a Facebook Live and YouTube Live stream for the event pictured (with singer Paul Simon closing out the conference)*



...plus these and more!





# PRICING

## STARTING AT **\$2,500** PER EVENT.

**Includes up to four hours of our expert help** (for use as you see fit: before / during / after the event itself).

**Additional time is billed at a reduced hourly rate of \$250 per hour, for a limited time.** (Normally \$500/hr.)

Our help (whether by phone/Zoom/email/etc for consultations or the events themselves, or for our needed setup work on our own) is billed in tenth of an hour increments (i.e. 6 minute increments).

***Rates subject to go up upon notice—book your event with us now to lock in the current rate!***

### **AVAILABLE WHEN YOU NEED US:**

The following additional fees will apply:

- **AFTER HOURS:** we want to be available whenever you need us. Hours outside of normal business hours (before 9 am Pacific Time / after 5 pm PT Monday–Friday, or anytime on weekends) are billed with a 50% additional surcharge.
- **LAST MINUTE:** We're committed to doing our best to be available for you on a moment's notice. New clients signing up for an event taking place with less than 72 hours notice incur a \$2000 surcharge, as we shall do our best to drop everything to assist.

**Ready to Move Forward?**

Contact TechFire CEO David Murphy at  
[david@techfire.co](mailto:david@techfire.co) or 310.409.6370 (text/call).



# ABOUT US

TECHFIRE CEO DAVID MURPHY HOSTS A TECHFIRE EVENT AT GOOGLE.

AS SEEN IN/ON:

BUSINESS INSIDER

recode

Techmeme

C-SPAN

Los Angeles Times  
COMMUNITY NEWS

LOS ANGELES  
BUSINESS JOURNAL

**ABOUT TECHFIRE:** Founded in 2013, [TechFire](#) has long been recognized as a conference & events powerhouse, with more than **55+ events**, from live events (from Los Angeles to San Francisco), and now on Zoom. From TechFire's in-house events — featured in tech industry arbiter Techmeme's list of nationally significant tech conferences, and broadcast on national TV — to award-winning events organized and hosted on behalf of TechFire's consulting clients, we are committed to delivering world-class events. In March 2020 we launched a thriving Zoom Webinar consulting practice. TechFire sponsors and clients include Fortune 500 giants, industry leaders, governments, and nonprofits — such as Accenture, Lyft, Deloitte, Ford/Spin, EY, CBRE, DLA Piper, The City of Burbank, Baker McKenzie, Wilson Sonsini, Fenwick & West, Fairfax County Economic Development Authority, j2 Global, Lewis Brisbois, Aon, Cresa, and more. Besides on Zoom, past TechFire events have been hosted by Google, Microsoft, Luma Pictures, the Los Angeles Mayor's Office atop LA City Hall, and in San Francisco's iconic Salesforce Tower.

**ABOUT DAVID C. MURPHY, FOUNDER/CEO:** As Founder & CEO of TechFire, David C. Murphy has overseen all aspects of planning, organizing, and hosting all of TechFire's 55+ Zoom Webinars and live events. From moderating discussions with high profile business and government leaders such as Congressman Adam Schiff and top Silicon Valley CEOs and venture capital investors, to partnering with clients and sponsors on event planning and implementing Zoom and live event production, David is passionate about leveraging the power of events to bring people together, advance business and policy goals, and educate and inspire.

David's event experience dates back to 2001, when he got his start hosting more than 50 events at the legendary **Atheneum distinguished speaker series** (where, across its 50 year history, speakers have included the likes of Bono, President Clinton, Mitt Romney, Archbishop Desmond Tutu, Doris Kearns Goodwin, and Spike Lee). David later organized an ambitious portfolio of conferences and events with business and government leaders for one of LA's most powerful business advocacy nonprofits, **the Valley Industry & Commerce Association ("VICA")**, representing members like **The Walt Disney Company, NBCUniversal, and AT&T**. David also founded, led, and also hosted events for nonprofit organizations funded by billionaires like Elon Musk, Eli Broad, Robert Day, and David Bohnett and companies like Google, Uber, and Lyft. The editor of the **Los Angeles Business Journal** published a dedicated editorial praising a CEO Summit David hosted, quoting David's remarks. David graduated from Claremont McKenna College with a B.A. in Government (with Honors). Based in Los Angeles, David is a native of Washington, DC, and has also lived in Europe and Africa and served on a fellowship in China.





# CLIENTS & SPONSORS

## CLIENTS & SPONSORS

PAST AND PRESENT



### PARTNERS: HOSTS

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 the preview center for the NFL's new \$5 billion SoFi Stadium.





# EXPERIENCE WORKING WITH HIGH PROFILE VIPs

TechFire Founder & CEO David Murphy has hosted / moderated / planned / or otherwise helped with events with:

- **Presidents Bill Clinton and George W. Bush**
- **Warren Buffett**
- **Alec Baldwin**
- **Glenn Close**
- **Secretary Hillary Clinton**
- **Paul Simon** ("Simon & Garfunkel")
- **Spike Lee**
- **Aaron McGruder** ("The Boondocks")
- **Ed Begley, Jr.**, Emmy-nominated actor & environmentalist
- **Senator John McCain**
- **Senator Bernie Sanders**
- **Senator Mitt Romney**
- **C-Level executives from Warner Bros., Lyft, and PBS**
- **Alyssa Milano**
- **Erwin "Magic" Johnson**
- **Former Speaker of the House Newt Gingrich**
- **Congressman Adam Schiff**
- **Los Angeles Mayor Antonio Villaraigosa**
- **Former U.S. Poet Laureate Robert Pinsky**
- **Ambassador Jeane Kirkpatrick** (former Ambassador to the UN)
- **Anthony Lake**, National Security Advisor to President Clinton
- and countless high profile CEOs and investors from iconic companies and firms





# IN THE NEWS

TechFire and our client, the City of Burbank, were featured in a Los Angeles Times Community News story about our Zoom Webinar with Congressman Schiff and an SBA representative.

[Read the full article here.](#)

VIDEO: [watch the video of this Zoom Webinar.](#)

Los Angeles Times  
TIMES COMMUNITY NEWS

## *Burbank Leader*

### Schiff joins SBA rep in promoting financial assistance for small business owners



The U.S. Small Business Administration is currently offering two capital programs that small business owners can apply for if they require assistance during the coronavirus pandemic. (File Photo)

By ANTHONY CLARK CARPIO

APRIL 1, 2020 | 2:43 PM

Federal officials and an expert in the media industry reassured small business owners and freelance entertainment workers in Burbank that assistance is available and that the community will get through the novel coronavirus pandemic.

The city of Burbank and technology conference organizer TechFire hosted a Burbank Tech Talk Tuesday morning via a Zoom video-conference call with Rep. Adam Schiff (D-Burbank) and Julia Giarmoleo, a public affairs specialist with the U.S. Small Business Administration to discuss the types of assistance available for those who need help keeping their business or themselves afloat financially as the economy comes to a near-standstill due to the outbreak.

The SBA is currently offering two emergency capital programs for small businesses and nonprofits — a low-interest, long-term loan for up to \$2 million and a disaster loan advance for up to \$10,000, Giarmoleo said.

The loan can be used to pay fixed debts, employees and other bills that cannot be paid due to the impact of the pandemic, she added. Interest rates are 3.75% for small businesses without credit available elsewhere and 2.75% for nonprofits.



CLIENT SUCCESS STORY:

# HALF-EARTH DAY 2020

AS 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.

## half-earth day 2020

VIRTUAL EVENT

October 22, 2020

11am – 3:15pm EDT



### SESSIONS:

How to Save the Natural World

11am – 11:15am EDT

The Science of Half-Earth

11:15am – 12:30pm EDT

Inspiring the Next Naturalist

12:40pm – 1:50pm EDT

Igniting Change

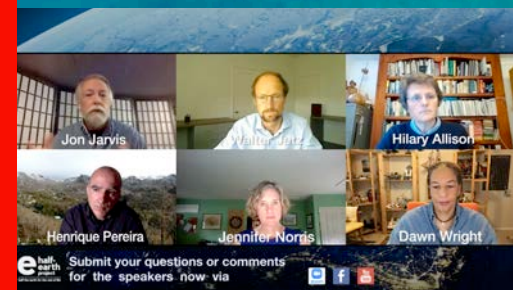
2:00pm – 3:15pm EDT



Glenn Close, Award-winning actress and environmental advocate



Paul Simon, Legendary Recording Artist and E.O. Wilson Biodiversity Foundation Board Member



half-earth day 2020

UP NEXT: IGNITING CHANGE SIGNATURE SESSION 2:00pm – 3:15pm EDT



Intergovernmental policy and the Post-2020 Biodiversity Framework



- Target 2: By 2030, protect and conserve ... at least 30 per cent of the planet with the focus on areas particularly important for biodiversity ...
- Target 19: By 2030, ensure that quality information, including traditional knowledge, is available to decision makers and public ...
- Target 20: By 2030, ensure equitable participation in decision-making related to biodiversity ...



# CLIENT SUCCESS STORY:

# HALF-EARTH DAY 2020 (CONTINUED)

## Praise from our client:

Thank You! Inbox x

Nicole Ha... Oct 22, 2020, 12:46 PM (1 day ago) ☆ Reply

to David, cheltn

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 Hance Cogan  
Business Manager  
E. O. Wilson Biodiversity Foundation  
300 Blackwell Street, Suite 102  
Durham, NC 27701  
Email: [nhance@eowilsonfoundation.org](mailto:nhance@eowilsonfoundation.org)  
Cell: (515) 408-6122

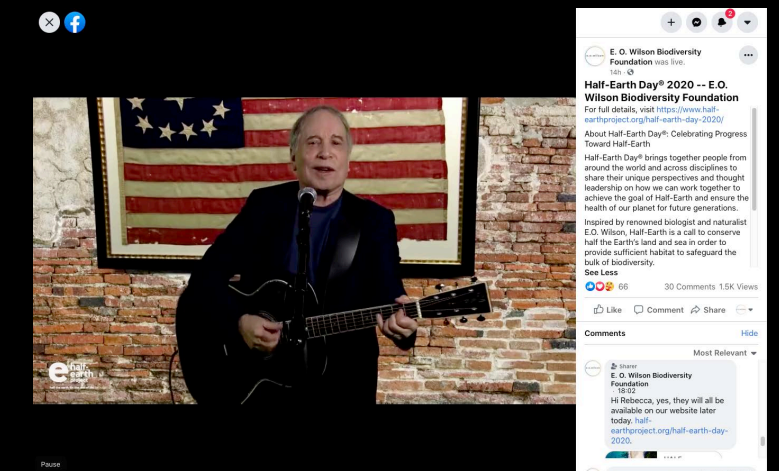
[eowilsonfoundation.org](http://eowilsonfoundation.org)  
[half-earthproject.org](http://half-earthproject.org)



## SIMULCAST:



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





# CLIENT SUCCESS STORY:

# THE INTERLEX GROUP



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, TechFre 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.

 **THE INTERLEX GROUP**  
INTERNATIONAL LAW FIRM NETWORK

**ANNUAL MEETING AGENDA**  
Day 1: Wednesday, October 28  
9:30AM EASTERN TIME (EDT)/UTC-4: Meeting Begins

9:30 **President Welcome**  
Larry Swibel

9:45 **Marketing and Programming Update**  
Fannie Gilligan

9:50 **The Do's and Don'ts of Virtual Meetings**  
Marsha Redmon, Marsha Redmon Communications\*

10:50: **Breakout Discussion Groups**  
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.

11:20: **Reconvene: Summary and Observations**

11:30: **Closing Remarks and Adjournment**

**Day 2: Thursday, October 29**  
9:30AM EASTERN DAYLIGHT TIME (EDT)/UTC -4: Meeting Begins

9:30 **Looking Ahead**  
Larry Swibel

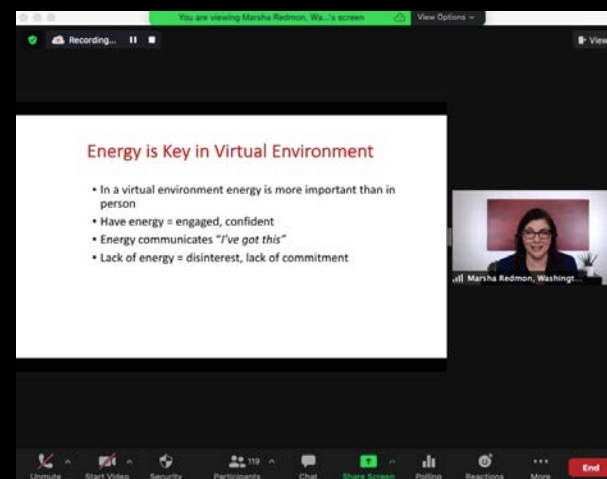
9:45 **Presentation by Observer Firm:** ██████████ (Spain)  
██████████ Managing Partner

10:00 **Law Firms and Covid-19:**  
**Everything you wanted to know (but were afraid to ask)**  
An interactive Q&A session with meeting participants using real time app software

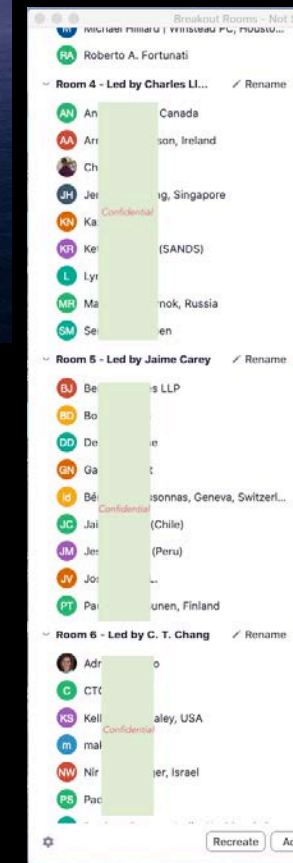
10:45 **Breakout Discussion Groups**  
Where do we go from here?

11:15 **Reconvene: Summary and Observations**

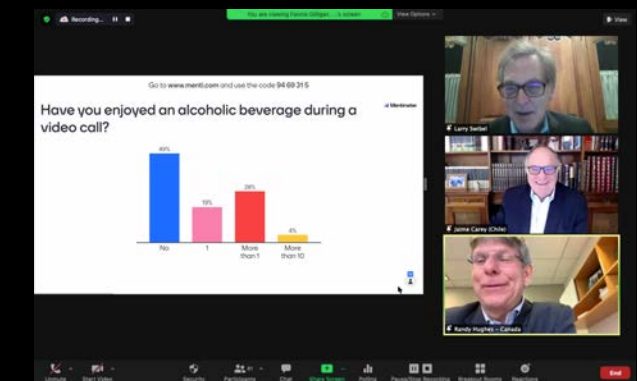
11:30 **Closing Remarks and Adjournment**



## zoom Breakout Rooms



## Mentimeter



 **47 Firms**     **155 Cities**     **61 Countries**

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

**PERKINS COIE**

**Taylor Wessing**



# CLIENT CASE STUDY: CITY OF BURBANK:

WE ORGANIZED FIVE ZOOM WEBINARS FOR OUR CLIENT, THE CITY OF BURBANK, SHIFTING THE LONG-RUNNING BURBANK TECH TALKS SERIES ONLINE TO GREAT SUCCESS — AND PRAISE FROM ATTENDEES, SPEAKERS, AND OUR CLIENT.



**TECH TALKS** Burbank Tech Talks Presents  
COVID-19 Crisis Response: Business Strategy Sessions



**Rep. Adam Schiff**  
Congressman,  
California's 28th Congressional District

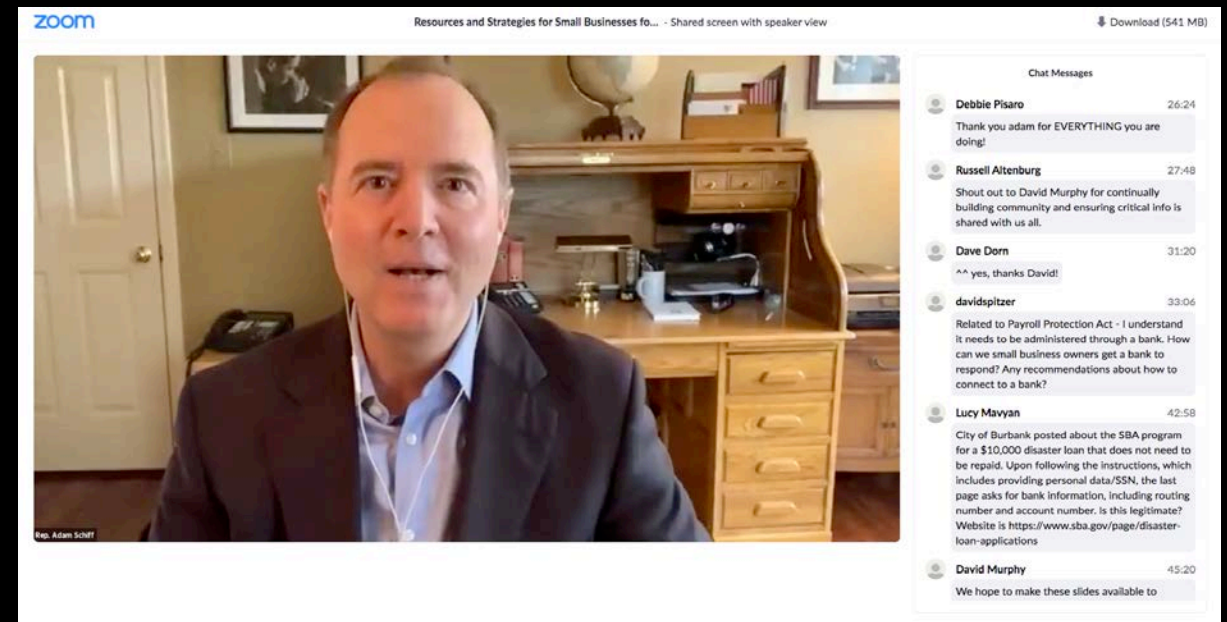


**Julia Giarmoleo**  
Public Affairs Specialist,  
U.S. Small Business Administration (SBA)



**Peter Csathy**  
Founder & Chairman,  
CREATV Media

**VIDEO:** [click here to watch the recorded video of the Webinar pictured.](#)  
For more past event videos visit [econdevburbank.com/entrepreneurs/](http://econdevburbank.com/entrepreneurs/)



## 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. ..."



**MARY HAMZOIAN**  
ECONOMIC DEVELOPMENT MANAGER  
CITY OF BURBANK- COMMUNITY DEVELOPMENT  
818-238-5208 | [WWW.ECONDEVBURBANK.COM](http://WWW.ECONDEVBURBANK.COM)  
*Working together for a safe, beautiful and thriving community.*

## 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


# ADDITIONAL ZOOM WEBINAR CASE STUDY


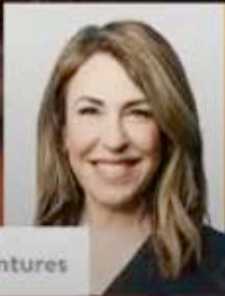
WE'RE ARE HOSTING A SERIES OF THREE ZOOM WEBINARS IN PARTNERSHIP WITH DLA PIPER, ONE OF THE WORLD'S BIGGEST LAW FIRMS. HERE ARE HIGHLIGHTS FROM THE FIRST EVENT, FEATURING AN INVESTOR FROM A PROMINENT SILICON VALLEY VC FIRM:




**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:  


  
Felicis Ventures





VIDEO: [click here to watch the recorded video of the Zoom Webinar.](#)

DETAILS: [techfire-june2020.eventbrite.com](https://techfire-june2020.eventbrite.com)

PLUS  
A VIP MEET + GREET  
AFTER THE WEBINAR:



**TECHFIRE**



# ADDITIONAL ZOOM WEBINAR CASE STUDY

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

**TECHFIRE**  
**THE STATE OF VENTURE CAPITAL:  
HOW TO RAISE FROM VCS & ANGELS DURING A PANDEMIC**

PRESENTING SPONSOR:  
**LEWIS BRISBOIS**

**BOLD CAPITAL PARTNERS**  
Neal Bhadkamkar  
General Partner  
BOLD Capital Partners

**Pasadena Angels**  
Dave de Csepel  
Chairman  
Pasadena Angels

**LEWIS BRISBOIS**  
Michael Platner (*moderator*)  
Chair, Corporate Practice, and  
Co-Chair, Securities & Corporate Finance Practice  
Lewis Brisbois



VIDEO: [click here to watch the recorded video of the Zoom Webinar.](#)

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

# WHAT THEY'RE SAYING:

PRAISE FROM PAST TECHFIRE SPONSORS:

**Baker  
McKenzie.**

**"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))*

**FENWICK  
& WEST**

**"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

**WILSON  
SONSINI**

**"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.*

**TECHFIRE**



# 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, and 2020 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.*



# MORE OF WHAT THEY'RE SAYING:

PRAISE FROM SPONSORS, PARTNERS, AND ATTENDEES



**"EXCEPTIONALLY WELL RUN...."**

**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



**"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)





# TECHFIRE

50+ CONFERENCES & EVENTS SINCE 2013

**TECHFIRE**  
FIRESIDE CHAT WITH  
**GIL ELBAZ**  
FOUNDER & CEO, PITCHBANK  
SPECIAL THANKS TO GOOGLE  
FOR HOSTING TONIGHT'S EVENT  
PRESENTING SPONSOR: **W&R** Wilson Sonsini Goodrich & Rosati

**A LOOK BACK**  
**TECHFIRE'S HISTORY**  
50+ EVENTS SINCE 2013





# TECHFIRE

## A LOOK AT TECHFIRE'S HISTORY OF 50+ LIVE EVENTS PRIOR TO THE PANDEMIC



PICTURED: OUR FIRESIDE CHAT WITH KLEINER PERKINS PARTNER ERIC FENG, SPONSORED BY WSGR. 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.



PICTURED: ONE OF TECHFIRE'S 50+ LIVE EVENTS. THIS EVENT, HOSTED BY GOOGLE LA, ATTRACTED THEIR BIGGEST CROWD FOR ANY TECH OUTREACH EVENT THAT YEAR.



GOOGLE'S LA OFFICE (EVENT VENUE)



## TECHFIRE'S NATIONALLY-RECOGNIZED EVENTS HAVE BEEN FEATURED IN TECHMEME'S LIST OF TOP EVENTS AND BROADCAST ON NATIONAL TV.

Founded in 2013 in Santa Monica and regarded as a tech conference powerhouse with 50 events in Los Angeles and San Francisco, 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 now events on Zoom in 2020, 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](http://techfire.co).

AS SEEN IN/ON:

BUSINESS INSIDER

recode

Techmeme

C-SPAN

Los Angeles Times  
COMMUNITY NEWS

LOS ANGELES BUSINESS JOURNAL

HOSTED BY:



Google

Microsoft

AND MORE

## FEATURING SPEAKERS FROM:

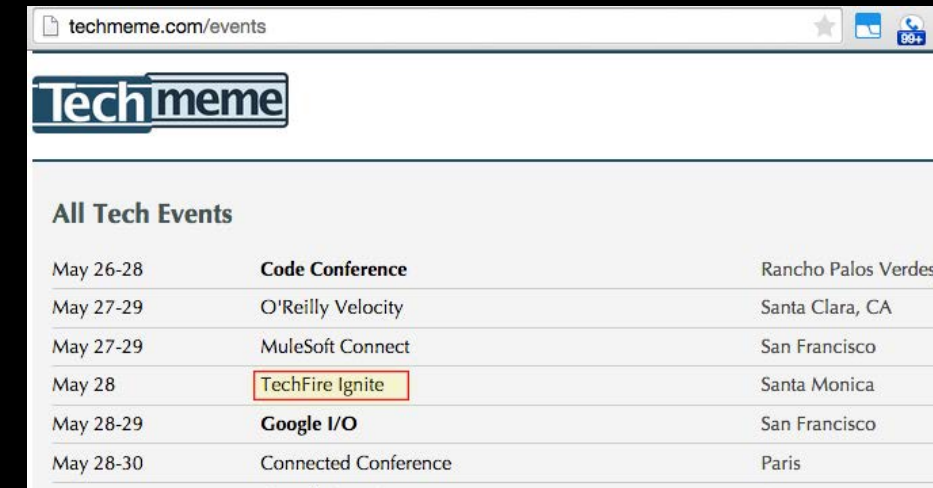


## SPONSORS & CLIENTS



# 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.



All Tech Events		
May 26-28	Code Conference	Rancho Palos Verdes,
May 27-29	O'Reilly Velocity	Santa Clara, CA
May 27-29	MuleSoft Connect	San Francisco
May 28	TechFire Ignite	Santa Monica
May 28-29	Google I/O	San Francisco
May 28-30	Connected Conference	Paris

- 55+ Events:** conferences, fireside chats, panels, and other programs in Los Angeles + San Francisco — and now Zoom Webinars in 2020 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 like **Rep. Adam Schiff,** 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).





# TITANS OF TECH

TECHFIRE'S SPEAKERS ALSO SPEAK AT TED, SXSW, TECHCRUNCH DISRUPT, WEB SUMMIT, & DLD.

CLOCKWISE FROM TOP LEFT: TROY CARTER AT SXSW; BRANDEE BARKER AT DLD; CHRIS URMSON AT TED; TONY CONRAD AT WEB SUMMIT; TECHCRUNCH DISRUPT SPEAKER & CRUNCHIES AWARD WINNER SAM SHANK; BRAN FERREN AT TED





# 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



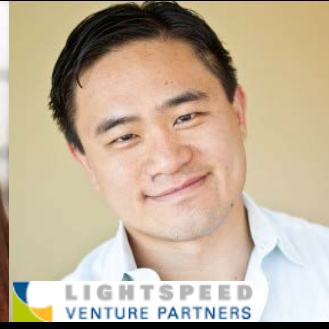
**BRAD FELD**  
CO-FOUNDER  
TECHSTARS  
MANAGING DIR.  
FOUNDRY GROUP



**CHRIS URMSON**  
FOUNDER/CEO,  
AURORA INNOVATION



**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



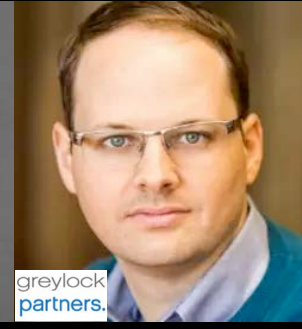
**WILL HSU**  
MANAGING PARTNER  
MUCKER CAPITAL



**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



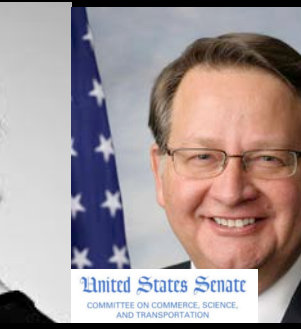
**JOSH YGUADO**  
CO-FOUNDER & PRESIDENT  
JAM CITY



**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



# PAST SPEAKERS (CONTINUED)



**SHAUN MAGUIRE**  
PARTNER,  
SEQUOIA CAPITAL



**MITRA BEST**  
U.S. INNOVATION  
LEADER & NEW  
VENTURES  
PRINCIPAL, PWC



**TX ZHUO**  
PARTNER  
FIKA  
VENTURES



**MICHAEL YANOVER**  
HEAD OF BUSINESS  
DEVELOPMENT, CREATIVE  
ARTISTS AGENCY



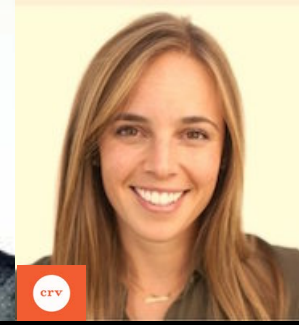
**MARK TERBEEK**  
PARTNER  
GREYCROFT  
VENTURES



**LAURENT GRILL**  
VENTURE LEAD  
LUMA LAUNCH



**JUAN BRUCE**  
FOUNDING  
PARTNER  
DOWNEY  
VENTURES



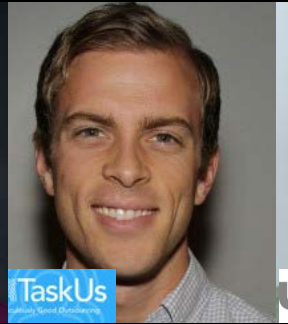
**ANNIE KADAVY**  
GENERAL  
PARTNER,  
CHARLES RIVER  
VENTURES (CRV)



**DAVID SIEMER**  
MANAGING  
PARTNER  
WAVEMAKER  
PARTNERS



**PAM ALLISON**  
DIRECTOR OF  
DIGITAL INITIATIVES  
WARNER BROS.  
TECHNOLOGY



**BRYCE MADDOCK**  
CO-FOUNDER  
& CEO  
TASKUS



**MICHAEL CARNEY**  
INVESTOR  
UPFRONT  
VENTURES



**PAIGE CRAIG**  
MANAGING  
PARTNER  
ARENA  
VENTURES



**HEIDI KING**  
ACTING  
ADMINISTRATOR,  
NATIONAL HIGHWAY  
TRAFFIC SAFETY  
ADMINISTRATION



**COUNCILMAN MIKE BONIN**  
TRANSPORTATION  
CHAIR  
LOS ANGELES  
CITY COUNCIL



**MARY HAMILTON**  
MANAGING  
DIRECTOR,  
ACCENTURE  
TECHNOLOGY LABS



**DAN MOREHEAD**  
FOUNDER & CEO  
PANTERA  
CAPITAL



**ULRICH QUAY**  
MANAGING  
PARTNER  
BMW  
i VENTURES



**LORI PEPPER**  
DEPUTY  
SECRETARY,  
CaISTA



**ARTEEN ARABSHAHI**  
VICE PRESIDENT  
FIKA VENTURES



**TODD GITLIN**  
MANAGING  
PARTNER  
SAFIRE PARTNERS



**MICHAEL GRANOFF**  
MANAGING  
DIRECTOR  
MANIV MOBILITY



**ADAM KOVACEVICH**  
HEAD OF  
AMERICAS GOV  
RELATIONS  
LIME



**BRANDEE BARKER**  
CO-FOUNDER /  
PARTNER  
THE PRAMANA  
COLLECTIVE

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, & SPEAKERS SHARED REFLECTIONS ON LESSONS WE CAN LEARN FROM HIS EXAMPLE.

**AND MANY MORE**



& MORE



# PAST ATTENDEES

JUST A FEW HIGHLIGHTS FROM PAST EVENTS:

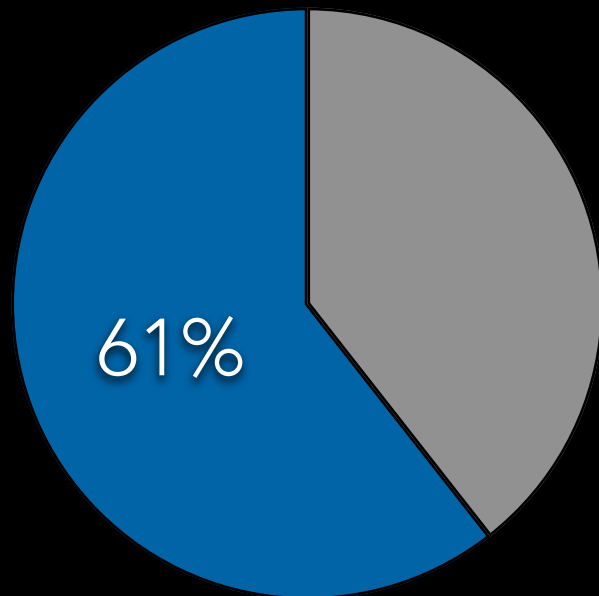




# ATTENDEE PROFILE

## 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)

# A CLOSER LOOK AT SOME SPONSORS & CLIENTS



TECHFIRE IS TRUSTED BY FORTUNE 500 AND INDUSTRY-LEADING COMPANIES, AND GOVERNMENTS.



Most of the top law firms serving the tech sector, with clients like Google, Facebook, Apple, Twitter, LinkedIn, Netflix, Tesla, Amazon.com, Spotify, Salesforce, Tencent, etc.

A Fortune Global 500 powerhouse, Accenture is the world's largest independent technology services provider.

Two of the **Big Four** Professional Services Firms

The **world's biggest** commercial real estate services firm.



SAMPLE ADS IN TECHFIRE EVENT PROGRAMS & PUBLICATIONS

**RELATIONSHIPS MATTER**

The **right** partnerships matter most.

Wilson Sonsini Goodrich & Rosati

**One change can change everything**

Deloitte

**United in Strategy**

Aon

**REIMAGINING REAL ESTATE**

CBRE

**WELCOME TO MODERN FINANCE**

BLACKLINE

**j2 Cloud Services**

THE CLOUD SERVICES 11 MILLION CUSTOMERS TRUST

- ONLINE FAX: eFax Corporate
- VIRTUAL PHONE: eVoice
- HOSTED EMAIL: FuseMail
- EMAIL MARKETING: campaigner
- ONLINE: KeepItSafe
- BUSINESS COMMUNICATIONS: onebox

www.j2.com | 855-492-5683

Technology companies need to stay flexible. Especially with their real estate.

Cresa

Cresa Los Angeles



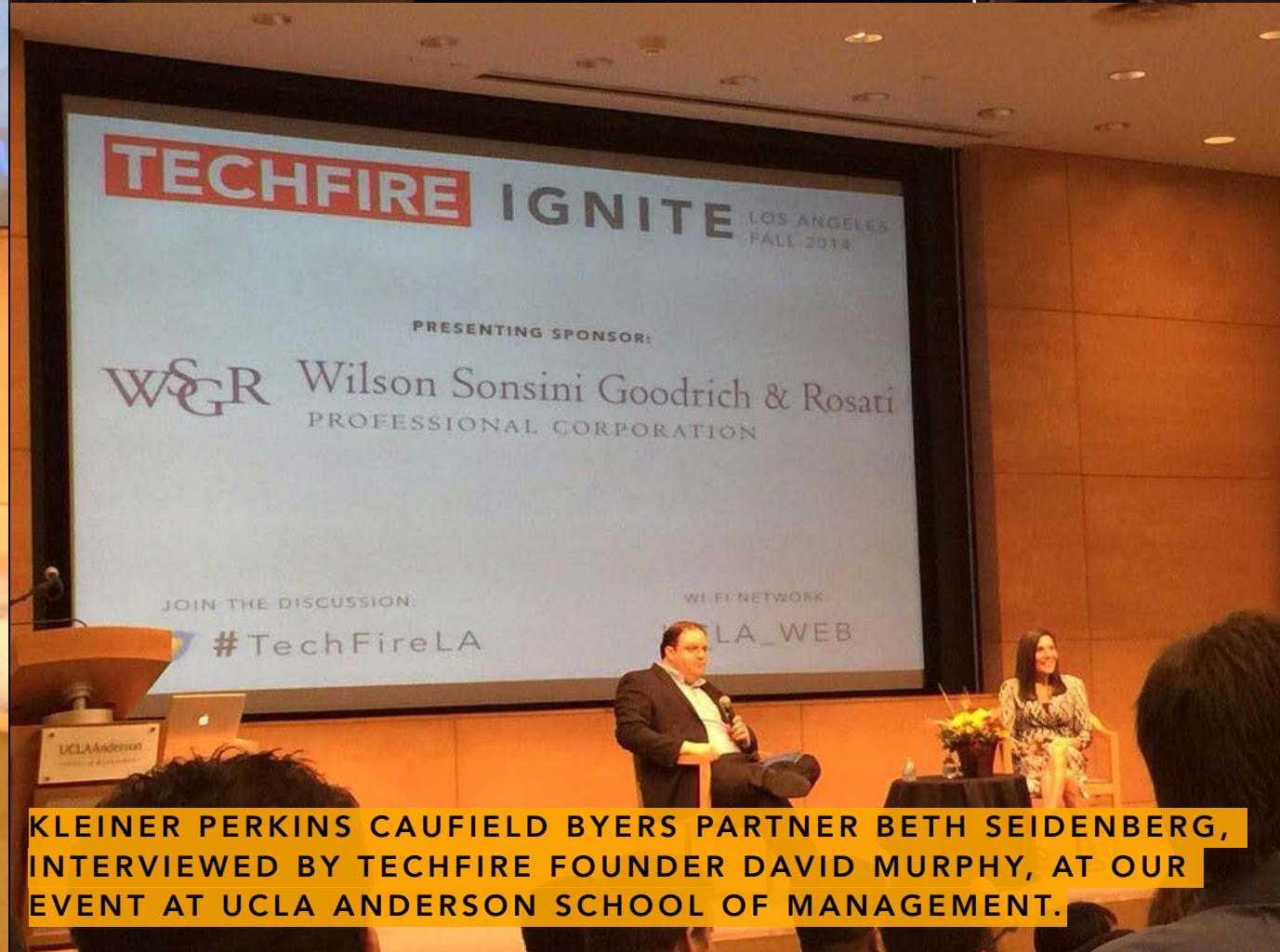
# EVENT PHOTOS



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.



GOOGLE HOSTED TECHFIRE'S FIRESIDE CHAT WITH FACTUAL'S GIL ELBAZ — WHOSE PRIOR COMPANY WAS GOOGLE'S FIRST BIG ACQUISITION.



KLEINER PERKINS CAUFIELD BYERS PARTNER BETH SEIDENBERG, INTERVIEWED BY TECHFIRE FOUNDER DAVID MURPHY, AT OUR EVENT AT UCLA ANDERSON SCHOOL OF MANAGEMENT.



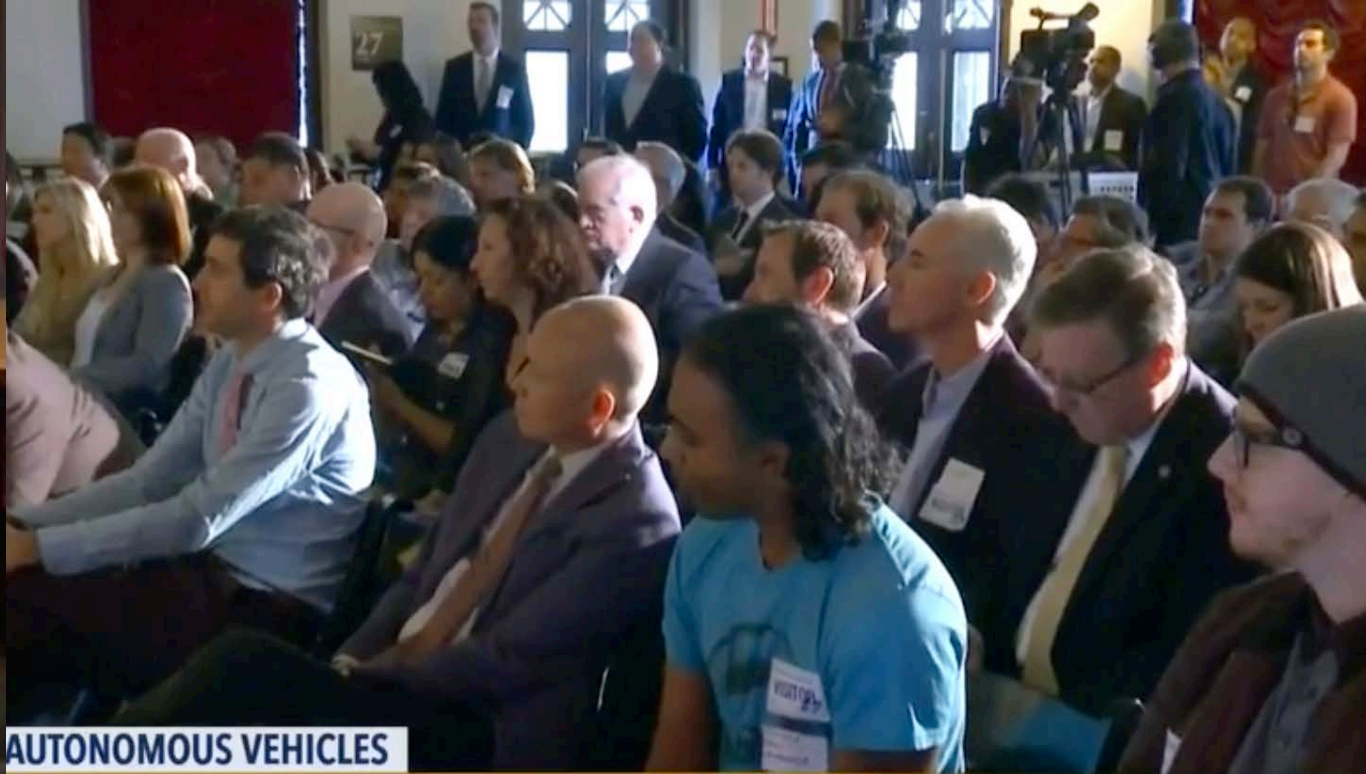


AUTONOMOUS VEHICLES

This event is hosted by TechFire.



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



AUTONOMOUS VEHICLES

This event is hosted by TechFire.



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



A Special Video Message for TechFire Attend...

SEN. PETERS' TECHFIRE MESSAGE



PHOTO CREDIT: VIK LAKHWARA (WSGR)

TECHFIRE'S "ROAD TO SERIES A" EVENT AT GOOGLE LA, SPONSORED BY WSGR, FEATURING A DISCUSSION ON PRODUCT/MARKET FIT





NETWORKING.



REMARKS BY PERRIE WEINER OF BAKER MCKENZIE (SPONSOR) AT THE LA TECH AWARDS



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.





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



**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 RANNALA, LEFT ATTENDEES ABUZZ.**



**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.**



**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





FACEBOOK'S FORMER HEAD OF GLOBAL COMMUNICATIONS & POLICY BRANDEE BARKER, INTERVIEWED BY FORMER GATES FOUNDATION HEAD OF PUBLIC AFFAIRS TREVOR NEILSON, A PRESIDENT OF GLOBAL PHILANTHROPY GROUP.



SNAPCHAT'S FIRST INVESTOR, JEREMY LIEW (LIGHTSPEED VENTURE PARTNERS), WITH LOS ANGELES TIMES TECH REPORTER PARESH DAVE (L) AND FIRESIDE CHAT MODERATOR PATRICK ANDING (R) OF WILSON SONSINI (SPONSOR).



NPR & MARKETPLACE CONTRIBUTOR & KPCC SENIOR ECONOMY REPORTER BEN BERGMAN INTERVIEWS ANNIE KADAVY, GENERAL PARTNER AT CHARLES RIVER VENTURES (CRV).



TECHSTARS MANAGING DIRECTOR CODY SIMMS, WHO RAN THE DISNEY ACCELERATOR IN PARTNERSHIP WITH THE WALT DISNEY COMPANY, SPEAKS AT OUR BURBANK TECH SUMMIT.





**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.**





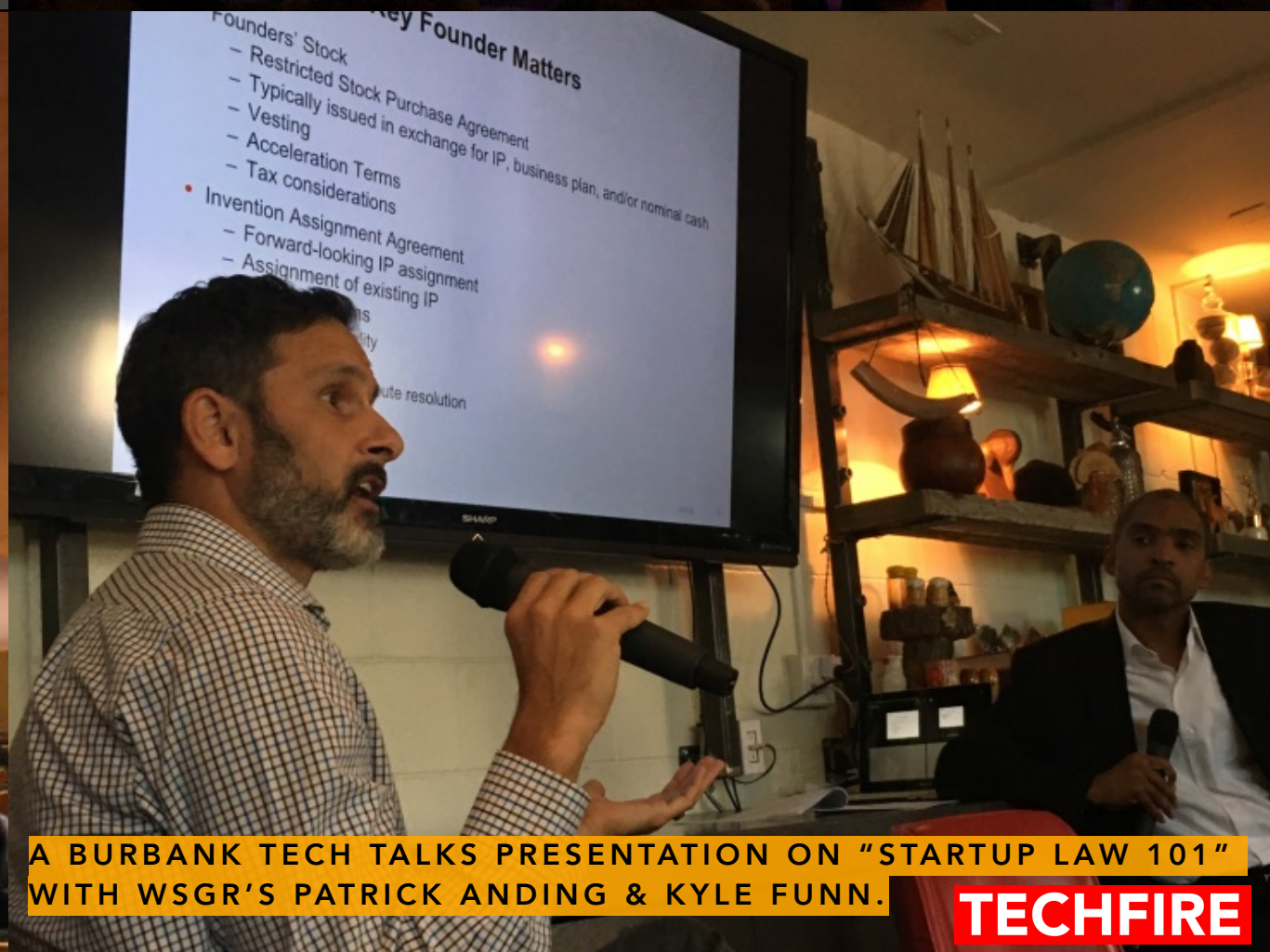
SUPER-ANGEL PAIGE CRAIG, PICTURED AT CENTER), TALKS BACKSTAGE WITH ROB KORNEGAY (L) AND VIK LAKHWARA (R) OF WILSON SONSINI.



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



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.



A BURBANK TECH TALKS PRESENTATION ON "STARTUP LAW 101" WITH WSGR'S PATRICK ANDING & KYLE FUNN.

**TECHFIRE**



# 50+ EVENTS: A TIMELINE

WITH MANY MORE TO COME!

## 2020

- Five Burbank Tech Talks events, via Zoom Webinar
- DLA Piper-sponsored fireside chat with a VC from Felicis Ventures, via Zoom Webinar
- CMBG Advisors webinar
- Lewis Brisbois webinar
- and more later in the year

## 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
- 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



# EVENT TIMELINE — CONTINUED

## 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



# GET IN TOUCH

Contact TechFire Founder & CEO David C. Murphy  
at [david@techfire.co](mailto:david@techfire.co) or 310.359.8955.

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