



Mondo.NYC Announces New Panel Track: [Mondo.Cannabis](#)  
**Friday, October 15, 2021**

October 7, 2021 (New York, NY) - [Mondo.NYC](#) and music executive [David Hazan](#) will be rolling out their new track [Mondo.Cannabis](#) that features a series of panels and activations that focus on the intersection of the newly-legalized New York Cannabis industry and the related music, events, and entertainment sectors. Starting at 1pm on Friday, October 15th, all Mondo attendees will be able to access virtual panels that include [Why is Cannabis Marketing so Hard?](#), a conversation about the challenges facing cannabis marketers in a constantly changing regulatory environment; [The Future of Cannabis Festivals and Events](#), a discussion about how festivals and event organizers integrate cannabis into cutting edge and authentic cultural programming; [Cannabis Jobs](#) will feature a spirited discussion on inclusivity, social equity, the impact of legalization and the global marketplace; [Creativity in Cannabis](#), Executives from Pax labs, Charlotte's Web, Superette share the stories behind Clio Cannabis Award Gold-winning entries and discuss tips on marketing, design, and storytelling in order to connect and activate consumers.

"We knew that this was the year to have our first cannabis track. The role of cannabis and its branding has become more prominent in both the music and tech industries. In New York alone, cannabis is expected to be a \$4 billion industry," said Bobby Haber, Mondo.NYC's co-founder. "Our panel participants are always at the forefront of their fields and as the business of cannabis becomes more mainstream, they are always looking for ways to understand it and its benefits. We look forward to the day's panelists helping explore the varied possibilities."

"Mondo.NYC is absolutely the right place for the cannabis industry to begin these conversations," remarks David Hazan. "It's a conference that encourages innovative thinking, the exchange of ideas, and the exploration of new business models. I look forward to seeing the conversations that begin at Mondo become a reality."

The Agenda for October 15 is below with additional speakers to be announced (all times ET):

**1:00 - 2:00 pm** [Why is Cannabis Marketing so Hard? Presented by Leafwire](#)

Learn about the challenges facing cannabis marketers in a constantly changing regulatory environment. Hear from industry leaders on some of the strategies that successful brands and companies have embraced: What unique challenges do cannabis brands face? What are some of the creative solutions that marketers have embraced? Are changes in the regulatory environment expected to make a short-term impact on marketing opportunities?

**Moderator:** Peter Vogel, CEO, Leafwire

**Panelists:** Lisa Buffo, Founder & CEO Cannabis Marketing Association; Joe Hodas, Chief Marketing Officer, Wana Brands; Socrates Rosenfeld, CEO & Co-founder, Jane Technologies

### **2:00 pm - 3:00 pm [The Future of Cannabis Festivals and Events Presented by High NY](#)**

With Cannabis legalization sweeping across the East Coast, and COVID-19 concerns still in the air, how can festival and event organizers integrate Cannabis into cutting edge and authentic cultural programming? We intend to discuss the future of Cannabis events and festivals including: considerations for Cannabis activations in a post-COVID world; how mainstream music, food, tech and entertainment events can integrate Cannabis; creating sophisticated and accessible Cannabis experiences for various demographics; how to honor and maintain Cannabis (counter) culture while also bringing it to the mainstream; and what kind of unique new hybrid Cannabis experiences we might see in the next few years.

**Moderator: David Hazan, Founder, DLH Strategic Marketing**

**Panelists: Vladimir Bautista**, Co-Founder & CEO, Happy Munkey; **Caroline Phillips**, Founder & Producer, National Cannabis Festival; **Jason Pinsky**, Gaming Video Creator & Producer; **Chris Lawes**, CEO & Founding Partner, Omnispace360

### **3:00 - 4:00 pm [Cannabis Jobs](#)**

The U.S. cannabis industry now supports over 321,000 full-time jobs. With reform efforts increasing, which markets could prove to be the most beneficial to job seekers? After a statistical overview of the current cannabis employment environment, the state of the cannabis economy, and related current events is presented, participants can expect a conversation about inclusivity, social equity, impact of legalization and the global marketplace. Moderator Andrew Ward will be joined by three of the top staffing leaders in the space to discuss how a person can stand out in the most desirable cannabis job markets today and in the near future.

**Moderator: Andrew Ward**, Author, Journalist & Branding Specialist

**Panelists: Kelsea Appelbaum**, Head of Community Partnerships, Vangst; **David Belsky**, Founder & CEO, FlowerHire; **Danielle Schumacher**, Co-Founder & CEO THC Staffing Group

### **4:00 - 5:00 pm [Creativity in Cannabis Presented by Clio Cannabis](#)**

Executives from Pax Labs, Charlotte's Web, and Superette share the stories behind Clio Cannabis Award Gold-winning entries. The panel will discuss tips on marketing, design, and storytelling in order to effectively connect and activate consumers and to differentiate a brand in this exciting and challenging business.

**Moderator: Michael Kauffman**, Executive Director, Clio Music & Clio Cannabis

**Panelists: Anni Hall**, Director of Content & Creative, PAX ; **Mimi Lam**, CEO & Founder, Superette; **Andrew Lincoln**, SVP/Executive Creative Director, FCB Chicago

Mondo.Cannabis is produced in association with music industry executive [David Hazan](#) who led international partnerships for O'Cannabiz, produced Canada's first cannabis hackathon, and moderated more than ten cannabis business panels at leading North American cannabis and music conferences.

The full Mondo.NYC 2021 music festival and conference runs October 12-15 in venues in New York City and online worldwide. Conference tracks and key panels include the Music & Tech Law Symposium; The New Normal in a Post-COVID World; The Future of Financial Rights; Artist Management; Emerging Global Markets; Live Music Opportunities & Challenges; Career Transitions; Music Creation & Production; Music Supervision; Music Technology; Songwriting & Publishing; Hot New Startups;

Streaming; Podcasts & Livestreams; Video Games & Esports; NFTs.

Four-day passes to all live and virtual events are [now available](#) giving access to all live and virtual events, along with a 35% discount for Mondo 2022. Professional Pre-Registration rates are currently \$225 and the Student & Indie rate is \$195. Lawyers seeking to earn up to seven (7) CLE credits in New York or 5.25 general credits in California can also register for Mondo's [Music & Tech Law CLE Symposium](#) for \$399; a Uniform Certificate of Attendance will be provided for all other jurisdictions, which attendees may submit to their respective state bar associations for CLE review.

All in-person attendees will need to present evidence of COVID vaccination, in addition to compliance with all current NYC, New York State and federal city health guidelines. Venues may limit capacity and/or have minimum age requirements.

For the most up-to-date info, please visit [Mondo.NYC and sign up for the email list.](#)

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**About MONDO.NYC:**

[MONDO.NYC](#) is an international festival and global business summit of and for music and tech industry insiders and innovators, emerging artists and their fans. Mondo connects fans and creators in a shared mission of empowering artists and advancing ideas in an ever-changing music business and technology landscape. Founded in 2016 by Joanne Abbot Green and Bobby Haber, the event and its year-round content programming have brought together thousands of industry professionals, artists and fans both in-person and online.

**Please note all Mondo.NYC 2021 events are subject to change without notice.**

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