

# RESET 25 – Program

## RESET 25 – Wednesday, September 10, 2025

### Morning Program

Bentley Systems Headquarters – [43rd Floor, 6-8 Bishopsgate, London EC2N 4BQ, United Kingdom](#)

Main Room (Capacity: 80–100 people)

- 8:00 – 8:45 AM

Registration and Welcome Coffee (Light Breakfast Served)

- 8:45 – 9:00

#### *Welcome Address and Opening Remarks*

**Jean-Michel Blottière** – Founder & CEO, RTC | The RealTime Community

We begin Day 2 of RESET 25 with a shift in focus—from strategy to structure. As real-time technologies and AI continue to disrupt traditional production logic, we'll explore how to reconcile innovation with infrastructure, and what it means to future-proof not just tools, but teams.

Jean-Michel Blottière will set the stage for a highly participatory day, designed not around polished keynotes, but around active, working conversations. It's time to move beyond awareness and into alignment—across industries, disciplines, and generations.

# RESET 25 – Program

## Media & Entertainment

### Stable Foundations, New Frontiers

*Reconciling Traditional Pipelines with AI Workflows  
A collaborative deep-dive into hybrid infrastructure*

As AI reshapes every stage of content creation—from ideation to iteration to final delivery—many studios and developers face a difficult balancing act: how to embrace innovation without abandoning the hard-earned stability of traditional production pipelines. The question is no longer *if* we'll integrate AI, but *how*—and what we're willing to reimagine in the process.

*This interactive session is not a panel. It's an open, working conversation designed for active participation. We'll examine key areas where legacy systems and AI workflows collide—and explore how to build hybrid infrastructures that combine the precision and control of traditional tools with the speed, automation, and flexibility of AI.*

*Each session begins with a few key voices helping to set the context. These “catalysts” are invited to spark conversation, not dominate it—everyone is expected to participate.*

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#### Detailed Agenda

- 9:00 – 9:15 – Ignition Statement

#### ***The Reinvention Challenge for Creative Software***

**Judith Crow** – Vice President, Strategic Partnerships, SideFX Software

As AI-native tools reshape creative workflows, established creative software partners face urgent questions about their continued relevance. In this provocative introduction, Judith Crow opens a candid conversation about how legacy platforms—long valued for precision, control, and reliability—must adapt to a landscape defined by speed, automation, and generative design. Together with the audience, she will explore the technical, cultural, and strategic challenges of staying essential in an AI-driven future—and what it will take to evolve without losing the trust earned over decades of creative innovation.

- 9:20 – 9:35 – Ignition Statement

#### ***Rethinking Growth – The Evolution of M&E in an Age of Acceleration***

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**Alex Foulds** – Chief Revenue Officer - Foundry

Alex Foulds, Chief Revenue Officer at Foundry, will kick off the session with a concise look at how the Media & Entertainment landscape is evolving in the face of transformative shifts. As traditional production models encounter mounting pressure from AI-native workflows, cloud infrastructure, and rapidly changing client demands, Alex will highlight key patterns, pain points, and emerging opportunities. His talk will set the context for an open discussion on how creative industries can adapt their strategies, tools, and talent pipelines to stay relevant—and resilient—in a volatile market.

- 9:40 – 9:55 – Ignition Statement

**TBA**

- 10:00 – 10:15 – Ignition Statement

**TBA**

- 10:20 – 10:35 – Ignition Statement

***Modular, Adaptive, Real-Time: Rethinking Advertising Through Generative AI***

**Francisco Lima** — Global Head of Emerging TV Technology - Hogarth Worldwide

On this presentation I will explore how Generative AI is revolutionizing the filmmaking process for advertising by collapsing traditional, linear production pipelines into a dynamic, real-time, co-creative ecosystem. I will delve into how this paradigm shift transforms filmmaking into a continuous, nonlinear journey where ideas, data, and craft evolve simultaneously. Key topics will include the transition from static storyboards to photoreal animatics, the integration of AI as a creative collaborator, and the emergence of hybrid production models that blend AI-generated content with live-action elements. By reimagining production as a modular, adaptive system, the talk will showcase how Generative AI empowers teams to experiment, innovate, and deliver content that is scalable, relevant and highly engaging, redefining how advertising content is produced for the modern age.

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- 10:40 – 11:00 AM - Networking Break
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- 11:00 AM – 12:30 PM – Audience-Led Discussion

Following Judith Crow, Alex Fould, and Francisco Lima Igniters talks, this open conversation invites participants to dive deeper into the critical challenges and opportunities facing creative software providers in an AI-accelerated world. Together, we'll explore:

- How legacy tools can adapt to workflows driven by automation and generative design
- Where long-standing values like control, precision, and reliability still matter
- What it means to support new creator profiles and hybrid production models
- How to navigate the cultural and strategic shifts required to stay relevant

Audience perspectives will be welcome throughout the conversation. To help us tailor the discussion, you're invited to send questions or topics in advance.

## Topic Catalysts

**Judith Crow** – Vice President, Strategic Partnerships, SideFX Software

**Rick Stringfellow** – Fellow, Head of Visual Content, EA Entertainment

**Alex Foulds** – Chief Revenue Officer – Foundry

**Francisco Lima** – Global Head of Emerging TV Technology - Hogarth Worldwide

### **Topic 1: Integration Challenges**

Where do AI-native tools struggle to plug into traditional pipelines? What technical blockers or compatibility gaps are most urgent? We'll surface both problems and promising solutions from the room.

### **Topic 2: Control vs. Speed**

What trade-offs are being made in current workflows? Are we sacrificing precision for acceleration—or over-engineering for safety at the expense of experimentation? Let's compare different approaches.

### **Topic 3: Roles and Responsibility Shifts**

How are job descriptions and expectations changing? What hybrid roles are emerging (e.g. AI artist, creative integrator, prompt engineer)? Who owns the final result when tools become co-creators?

### **Topic 4: Lessons Across the Divide**

What can traditional software vendors learn from AI-native startups—and vice versa? Let's explore where values align and where they don't, and how we might co-design tools that work for all.

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### Topic 5: What's Next

Looking ahead: What needs to stay stable? What should we abandon or rebuild from scratch? What infrastructure will help us all move faster *and* smarter?

- 12:30 – 12:45 PM – Main Takeaways – What did we learn so far?

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- 12:45 – 1:30 PM - Networking Lunch
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## RESET 25 – Wednesday, September 10, 2025

### Afternoon Program

Bentley Systems Headquarters – [43rd Floor, 6-8 Bishopsgate, London EC2N 4BQ, United Kingdom](#)

**1:30 – 2:45 PM - Main Room**

### AECO

## **Real-Time AECO: From Vision to Systemic Change**

*Reimagining the Built Environment Through AI, Interoperability, and Creative Collaboration*

*A cross-industry exploration of innovation, impact, and implementation*

AECO is under pressure to modernize—not through buzzwords, but through scalable, systemic transformation. This extended session brings together leading voices from across architecture, engineering, construction, and operations to examine the real-world implementation of real-time workflows, AI, and interoperability.

From applied R&D and digital twins to the future workforce and software ecosystem, we'll explore how stakeholders are actively rethinking the way buildings, infrastructure, and cities are imagined, built, and managed. A mix of short "Insight Igniters" and structured conversation will foster cross-disciplinary engagement and surface the shifts required for broader industry adoption.

- 1:30 – 1:50 PM - Ignition Statement

**TBA**

## RESET 25 – Program

- 1:55 – 2:15 - Ignition Statement

### *Context brings Consensus*

*How real-time interactivity promotes better understanding and better outcomes*

- **Mark Kauffman** – Asst. VP / Technology Lead, Visualization & Data Intelligence, AVP, WSP  
WSP is a global engineering consultant supporting architecture, civil infrastructure, environment, and energy projects. While architecture leads in digital delivery, the other disciplines are now transitioning from traditional CAD and BIM to integrated digital delivery workflows and digital twins. For 35 years, WSP has supported project visualization and now uses real-time technologies to enhance collaboration and project outcomes. Mark will showcase projects that benefited from these technologies—improving coordination, managing risks, and keeping projects on time and within budget—and discuss ongoing challenges and opportunities for adopting interactive real-time tools in the industry.

- 2:20 – 2:40 PM - Audience-Led Discussion

An open exchange with Mark Kauffman, and audience members. This discussion will build on the ideas raised during the opening conversation and allow for questions and input from other AECO professionals in the room.

- 02:40 – 02:45 PM – Main Takeaways – What did we learn so far?

*Those interested in taking this discussion further are warmly invited to join us in Breakout Room B at 3:00 PM. This smaller-format session will bring together additional voices for a deeper conversation, with the goal of shaping actionable strategies for change.*

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- 2:45 – 3:00 PM - Networking Break
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**3:00 – 4:30 PM - Main Room**

## Live Event & Immersive Technologies

## RESET 25 – Program

### The Power of Presence: Live Experiences and Immersive Technologies

*Reimagining emotional connection and live performance in an AI-driven world.*

At RESET, we're not just discussing what's changing—we're redefining how we respond. This segment is dedicated to leaders who understand that immersive design and real-time technology aren't fringe novelties—they're foundational to how we build relevance, foster loyalty, and drive emotional engagement in an increasingly disconnected world.

As generative AI, automation, and virtual content reshape how we create and consume, the demand for *presence*—for deeply felt, shared, real-world experiences—is only growing. What if technology could deepen that connection? What if innovation didn't just accelerate delivery—but amplified human emotion?

This session is for executives ready to rethink what it means to innovate at the intersection of entertainment, technology, and storytelling. It's about moving past the buzzwords—XR, immersive, hybrid—and confronting the real question:

**How can technology help us craft meaningful, lasting experiences in a world overwhelmed by digital noise?**

At the center of this conversation is **Dr. Solomon Rogers**, Global Director of Innovation at Magnopus and a pioneer in immersive media. He'll lead a candid dialogue with:

- **Alex Wills** – Chief Experience Officer, Disguise
- **Olly Bengough** – Founder / CEO / Creative Director, KOKO London

Together, they'll explore lessons learned in transforming physical spaces into immersive destinations. The conversation will explore how technologists, architects, and producers must now act as *experience designers*—aligning creative ambition with technical innovation, and building platforms not just for consumption, but for *transformation*.

This isn't about spectacle. It's about strategy.  
And it's about what comes next for any business that still touches the human experience.

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3:00 – 4:30 PM | Audience-Led Conversation

Host: **Dr. Solomon Rogers** – Global Director of Innovation, Magnopus

# RESET 25 – Program

Conversation Catalysts

- **Alex Wills** – Chief Experience Officer, Disguise
- **Olly Bengough** – Founder / CEO / Creative Director, KOKO London

## **A Closing Experience That Embodies the RESET Spirit**

This segment also sets the stage for our closing night at **KOKO**, London’s iconic venue transformed by Olly Bengough into a global hub for tech-enhanced live experiences. After two days of deep dives and executive-level strategy, the RESET community will gather for an immersive reception and guided tour—because some innovations you have to feel to understand.

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**5:00 – 6:30 PM - Main Room**

## **Closing Plenary**

### **From Inspiration to Action**

**Purpose (90 min):** convert two days of insights into a short list of priorities, actionable strategies, and owners—so we leave RESET 25 with momentum and accountability toward the next RESET.

*Over the last two days we’ve ignited a lot of ideas. This final session is about deciding what we **do** next. We’ll harvest the sharpest takeaways, cluster them, and in small groups draft concrete actions with owners and 90-day milestones. We’ll leave with a short, shared roadmap—and we’ll reconvene at the **next RESET** to report progress.*

#### **Flow (suggested):**

1. **Rapid harvest (15 min):** 1–2 sentence takeaways from each segment lead.
2. **Theme clustering (15 min):** group takeaways under 4–6 themes (below).
3. **Action sprints (40 min):** break into tables; each table drafts 1–2 concrete actions (owner, first step, 90-day milestone, success metric).
4. **Commit & align (15 min):** quick report-backs; dot-vote to set top 5; confirm working groups + cadence to the next RESET.
5. **Close (5 min):** read out the “RESET 25 Action Shortlist” and next check-ins.

#### **Deliverables:**

- **RESET 25 Takeaways Report** (one-pager same day; fuller brief within a week)



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- **Top 5 Actions & Owners** with 90-day milestones
  - **Working groups** + meeting cadence and a **progress check at the next RESET**
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### Converge on these Key Themes

1. **Creative Reckoning & VUCA:** where to stop optimizing legacy methods and start redesigning.
  2. **Open Source Rising:** governance, sustainability, and when “open” is a strategic advantage.
  3. **Interoperability (USD & beyond):** avoiding fragmentation; practical governance; ecosystem roles (engines/renderers/cloud).
  4. **Cloud & Real-Time at Scale:** access, cost models, latency, sustainability, and new distribution/business models.
  5. **Hybrid Pipelines (M&E focus):** reconciling stability/precision with AI-native speed and automation.
  6. **AECO Transformation:** moving from pilots to systemic change; interoperability, skills, and risk culture.
  7. **Education & Workforce:** continuous upskilling, fundamentals vs. fast tools, role shifts.
  8. **Live/Immersive Experiences:** presence as strategy; tech that amplifies emotion, not just speed.
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### Anchor Leaders for the Closing Conversation

(Short list—each represents a major thread and can bring a crisp takeaway.)

- **Rick Stringfellow** (EA) – Creative Reckoning, urgency/VUCA
- **Judith Crow** (SideFX) – Hybrid pipelines; legacy→AI transitions
- **Guido Quaroni** (Adobe 3D&I) or **Neil Trevett (Khronos)** – USD/standards perspective
- **Quintin Anderson** (Eagle 3D Streaming) – Cloud/streaming realities
- **Francesco Siddi** (Blender) – Open governance + open-source at scale
- **Edward Dawson-Taylor** (CG Pro), **Thibaut Delahaye** (Flow/ENSI), **Perri Lewis** (Mastered) – Education & Training
- **Mark Kauffman** (WSP)– AECO innovation lens
- **Sallyann Houghton** (Epic) / **Matthew Drinkwater** (London College of Fashion)
- **Solomon Rogers** (Magnopus) – Immersive/live experiences (pick 1)

*Moderators:*

- **Judith Crow** – Vice President, Strategic Partnerships, SideFX Software

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- **Rick Stringfellow** – Fellow, Head of Visual Content, EA Entertainment

Closing Words by:

**Jean-Michel Blottière** – Founder & CEO – RTC, The RealTime Community

**Jeffrey A. Okun** – Visual Effects Supervisor – Co-Editor of the VES Handbook of Visual Effects –  
Former VES Board Chair

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**7:00 – 8:30 PM | Closing Reception at KOKO**

**Hosted by Olly Bengough** – Founder / CEO / Creative Director, KOKO London

RESET 25 will conclude at KOKO London, thanks to the generous hospitality of Olly Bengough. In small groups of 6 to 8, participants will enjoy rare guided visits of this iconic venue — a space where high-end technology and timeless social energy converge. Following the tours, guests will gather for a convivial cocktail, continuing the exchange of ideas in a setting that inspires both creativity and connection.

Ending RESET at KOKO is no coincidence: as much as we explore the future of technology, we must also acknowledge our enduring need to come together, share, and celebrate as a community. KOKO embodies this very spirit, offering the perfect stage to close our conversations on innovation with a lasting reminder of what truly connects us.

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# RESET 25 – Program

## Breakout Rooms Sessions

**Breakout Session (Room A) – 1:30 – 4:30 PM**

## Training & Education

### Education Futures: From Skills to Systems Change

Preparing creators and technologists for an AI-driven, real-time economy

Education is under pressure to reset—not with slogans, but with practical models that keep pace with AI, real-time workflows, and shifting career paths. This extended working session convenes leaders from industry and academia to rethink how we teach and retrain: balancing timeless fundamentals (craft, problem-solving, coding) with flexible curricula, continuous upskilling, and honest conversations about what today’s jobs really demand.

#### **1:30 – 4:30 PM – Extended Breakout Working Session**

Rather than a series of talks, our session leaders — **Edward Dawson-Taylor** - Co-Founder and head of School and Studio at CG Pro, **Thibaut Delahaye** - Animator / Flow Lead Animator / All animation aspects at ENSI, and **Perri Lewis** - Co-founder and CEO at Mastered — will help spark and guide a continuous, audience-driven conversation. Together with participants, they will focus on identifying priorities, sharing practices, and shaping actionable strategies for change.

Guiding prompts include:

- Mindset & clarity: How do we help students and professionals define goals amid uncertainty? What practices normalize stress and build resilience?
- Curriculum & standards: What’s the right balance between fundamentals (drawing, coding, problem-solving) and fast-moving tools/AI? Where are standards missing, and who sets them?
- Career realities: What does industry really value when hiring now—creativity, technical fluency, or hybrid “unicorn” skill sets?
- Continuous learning: How can studios retrain senior staff while delivering? What rhythms (micro-learning, mentorship, simulation-based practice) actually stick?
- Cross-pollination: What can we borrow from more mature sectors (organizational psychology, workforce transition playbooks)?

#### **Proposed Outputs**

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- A short *RESET Education Playbook* — outlining practical practices and pilots identified during the session
  - Concrete *actionable strategies* to be presented back to the larger group later in the program
  - A sign-up list for a post-RESET working group to continue refining and testing solutions
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### Breakout Session (Room B, 3:00 – 4:30 PM)

## AECO

### **Real-Time AECO: From Vision to Systemic Change**

*Accelerating transformation with AI, interoperability, and real-time tools*

For those who want to continue the AECO conversation in greater depth, a follow-up working session will take place in Breakout Room B. This smaller-format discussion is designed to bring together additional voices and perspectives from across architecture, engineering, construction, operations, and education.

The goal is to move beyond broad insights and work toward **actionable strategies**—identifying concrete steps that can accelerate adoption of AI, interoperability, and real-time tools across AECO. Outcomes from this breakout will be shared back with the larger group, ensuring that the discussion contributes directly to the collective RESET agenda.

How can a traditionally risk-averse industry move beyond experimentation and embrace systemic change? This breakout session continues the AECO conversation in a more focused setting.

- **3:00 – 3:55 PM – Panel Discussion**  
With
  - **Austin Reed** – Associate Vice President, Director Creative Media Studio, HNTB
  - **Martin Murphy**, Department Head of Game Art and Virtual Reality Development, Ringling College of Art and Design.
  - **Christine Marsh**, Adjunct Faculty – Visual Communications & Digital Media Arts
  - **Henrik Edstrom**, Distinguished Software Architect, Autodesk
  - **Nethra Ram Mohan** – Director of Immersive Experiences - HKS

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- **Jim Kessler** - Visual Media Director - Jacobs
- **Reeti Gupta** – Executive Director of Technology - Newcomb+Boyd

This panel will surface insights from diverse perspectives—architecture, engineering, education, and software—on how real-time tools, AI, and interoperability are reshaping workflows and professional practices.

- **3:55 – 4:30 PM – Collaborative Conversation**

Participants will then join an open working session to translate panel insights into **actionable strategies**, focusing on what concrete steps AECO professionals can take to accelerate adoption and scale innovation.

The outputs from this session will be shared back with the larger RESET group, ensuring the breakout directly contributes to the collective agenda.