

### ***Icons in the Making Podcast***

**Episode:** Christina Wootton, Roblox

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**Episode recording date:** November 18<sup>th</sup> at 10:00am PST / 1:00pm EST

#### **Meeting Notes:**

- This will be an hour-long recorded podcast
- The podcast will be recorded using Zoom; please ensure you have a strong WiFi connection
- If you're comfortable, please keep your camera on, we would like to record the video to use for social promotion
- We recommended using a USB mic, headset with a mic, or Apple headphones that have a mic

#### **Discussion Guide:**

1. I think there's a misconception that Roblox is just one video game. For those who don't know, can you explain what Roblox is?
2. The metaverse has exploded in the last year and a half, but Roblox has been around since 2004. Can you talk to me about how Roblox has been on the forefront of this for nearly two decades?
3. Roblox went public in early 2021 and shares have been surging since. How else has the rise of the metaverse category impacted Roblox?
4. Technology continues to shift the way brands engage with consumers and Roblox is leading the charge with partnerships with Gucci, Disney, Nike, Netflix, the NFL and many more. Why should brands be leveraging the power of digital experiences?
5. Why do you think fashion brands have especially gravitated towards the metaverse?
6. For many people, the metaverse can be daunting. How should brand executives be thinking when trying to understand the metaverse?
7. Roblox partnerships really run the gamut from concerts to fashion to food. What's next? How will Roblox continue to differentiate experiences and what industries are you eyeing?
8. What is your dream partnership?
9. Your partnerships with Chipotle and Target were at the intersection of virtual and real life. What is powerful about a hybrid experience?
10. You've said that brands are starting to build teams dedicated to the idea of the metaverse, similar to what happened for social media several years ago. Talk to me about that and where you see the future going.
11. This podcast is all about showcasing today's rising leaders and "icons" in the making. Who is your icon?

#### **Best Practices:**

- Please turn off or pause syncing on all "bandwidth hogs" - apps or programs that could be pinging the internet in the background while we're on the call (VPN, email, chat, Skype, iTunes, Apple Podcasts, Dropbox, Google Drive, etc.)
- For the call, be in a quiet place that doesn't have a lot of room echo. Environments with soft surfaces like curtains, stuffed furniture, and carpets are ideal for absorbing extra sounds and minimizing echoes
- Your mouth should be approximately 3"-5" (about a fist) away from your microphone to capture the ultimate quality