

Tuesday, February 24 | We Media Miami

School of Communication Courtyard, University of Miami

5.30 - 7.00 p ◀ **Opening reception**



Welcome. Sam Grogg, Dean of the School of Communication
Dale Peskin and Andrew Nachison, iFOCOS

6.15

The Way We'll Be: A conversation with author and pollster John Zogby

Wednesday, February 25 | Game Changers Program, We Media Miami

Storer Auditorium, School of Business, University of Miami



7:30

Bus leaves Sonesta Bayfront Hotel at 7.30

8.00

◀ **We Space**



Registration Breakfast Pitch It! Gallery Networking Ground Report Live!



8.00

◀ **Game Changing & World Changing** **Bold ideas from Game Changers winners**

Sponsored by the McCormick Foundation



ZeFrank
Freewheelin
Twitter
Ushahidi
SocialVibe
David Plouffe
Innocentive

10.45

◀ **Break**



11.00

◀ **The End of Apathy: An agenda for the New Now, foresights for innovation**

Dale Peskin & Andrew Nachison, iFocos. Bold ideas and new opportunities to transform businesses and organizations, navigate new technologies, deal with disrupted careers, mobilize the masses, and discover value that had been hiding in plain sight.



Forum: At the end of apathy, we call on all Game Changers to express their visions for the connected society by writing news rules for engagement and achievement.



Patio

12.30

◀ **Food for thought** **Talk it over at lunch-table conversations**

Rapporteurs capture conversations



Ground Report Live! with Rachel Sterne



Executive Center
Third Floor

1.30



Hands-on, minds-on
workshops

GAMECHANGER WORKSHOPS

Insights, collaborations and exercises

Exec Center A

Exec Center B

Exec Center C

Right Brain Rules to innovate

Innovating out of the creativity recession. Right Brain Rules and tools to create value and redefine success. How to innovate in tough times.

Rebooting democracy

Harnessing potential from the relentless flow of pervasive, personal technologies such as those that helped elect Barack Obama and launch massive change.

Getting social, growing audience

Levering worlds of friends for business and pleasure. Using social media to reinvigorate brand, grow audience, market products, renew businesses.

*Produced by Dale Peskin, iFocos
Exercise by Katherine von Jan,
KVJ Company*

*Discussion and exercise
by Brian Reich, iFocos,
Limor Schafman, Keystone Technologies*

*Produced by John Havens, Blog Talk Radio
with Virginia Miracle, Ogilvy; Chuck DeFeo,
Washington Times; Suha Araj; Maria Henderson,
iClarity*

3.15

◀ Break



Exec Center A

Exec Center B

Exec Center C

Study Center (Auditorium level)

3.30



How news companies can change

Making journalism work as news companies struggle for survival.

Reinventing advertising

Where money and messages go. What sticks, what matters in a digital marketplace where personal data and commerce are accessible to all.

Digital natives: Who teaches whom?

How to change education as the generation of digital natives arrive. Preparing them and us for the connected world.

Decoding culture, envisioning futures

Decoding culture to envision the future, uncovering opportunities and connecting to societal shifts.

*Produced by Carin Dessauer With
David Bohrman, CNN; Neil Budde,
Daily Me; Jennifer Carroll, Gannett;
Jan Schaffer, J-Lab; Solana Larsen,
Global Vocies. Exercise by Dan Suwyn,
Rapid Change.*

*Produced by Mark Walsh, Genius Rocket;
with Joe Marchese, SocialVibe; Melissa
Godis, Crispin+Porter, and Sheryl Catell
of LGD Communications.*

*Produced by Sam Grogg, Dean,
UM School of Communication*

*Discussion workshop produced by John
Fischer, Anomaly. With The Knot CEO
David Liu and Darryl Perkins of the Hip
Hop Caucus.*

Sponsored by UPI



5.15
The Grove

◀ Mojito Reception @ We Space



6.30

◀ Bus departs for Sonesta Bayfront Hotel

7.30

◀ Culture excursions (Optional sign up. Depart from Sonesta Bayfront Hotel)



Little Havana Tour & Afro-Cuban Dance
South Beach restaurants, self-organizing

9.30

◀ IdeaBlob and after-dinner drinks at the pool, Sonesta Bayfront Hotel

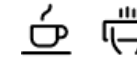




7.00 Shuttles leave Sonesta Bayfront Hotel at 7.00



LIKE-MINDS BREAKFAST CAUCUSES **Grab breakfast, set an agenda, solve a problem, meet with peers**



Executive Center A	Executive Center B	Executive Center C	Exec Center D
Entrepreneurs caucus	Storytellers caucus	Social Media caucus	Public Media caucus
<i>Hosted by Brian Reich</i>	<i>Hosted by Chris Willis</i>	<i>Hosted by Rebecca Watson and Susan Mernit</i>	<i>Hosted by Jessica Clark</i>

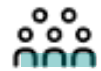


9.00 **PITCH IT! FINALS** **\$50,000 in seed capital for two winning startups**
Sponsored by the Ethics & Excellence in Journalism Foundation

Storer Auditorium	Exec Center C
◀ Pitch It! Commercial	◀ Pitch It! Nonprofit

10:45

◀ Break



Storer Auditorium

INSPIRED CONVERSATIONS WITH GAME CHANGERS

11.00 - 11.45

◀ **Leadership, Inspired: Who leads in the New Now? How?** Conversation with Donna Shalala, president of the University of Miami and former Secretary of Health and Human Services; and Lennox Yearwood, president of the Hip Hop Caucus. Interviewed by Sam Grogg, Dean of the School of Communications.



11.50 - 12:30

◀ **News, Inspired: How news will change and thrive**
Conversation with Jim Kennedy, vice president of strategy for Associated Press; and Amra Tareen, founder of AllVoices. Interviewed by George Brock, international editor of Times of London.



12.40 - 1.50
Patio

◀ **Working lunch** Reports from workshops

2.00

Storer Auditorium

◀ **Pitch It! Awards presentation** Andrew Nachison. Brian Reich of iFOCOS | Bob Ross, Ethics & Excellence in Journalism Foundation

2.10 - 2.45

◀ **Citizens, Inspired: Social citizens, social enterprises and the information needs of communities**
Game changer Award to Knight Foundation. Conversation with Alberto Ibargüen CEO and president of the John S. and James L. Knight Foundation, and social media expert Allison Fine.



2.45- 3.15

◀ **Innovation, Inspired: Stimulating innovation and sustaining it**
Conversation with Adam Sutherland, SVP of strategy for Travel Channel, and David Bohrman, CNN. Interview by Alan Webber, entrepreneur and founder of Fast Company magazine.



3.15-3.30

◀ **Taking innovation home and staying in touch. Adjourn.**
Dale Peskin and Andrew Nachison, iFOCOS