

# UNSUMMIT

March 7, 2009

Brand Me Track

Brand MSP Track

## Schedule

	Bridge (2nd Floor Landing)	Pohlad Hall	RKMC Meeting Room	Doty Board Room
9:00-9:30 a.m.	<b>Registration</b> <i>coffee available</i>			
9:30-10:00		<b>Welcome &amp; Schedule Review</b>		
10:00-10:45	OPEN	<b>The state of business in the Twin Cities</b> <i>facilitated by Matt Albinak</i>	<b>Launching a startup in your spare time</b> <i>facilitated by Joseph Rueter</i>	<b>The future of the UnSummit.</b> <i>facilitated by Pete Barry &amp; Keith Wolf</i>
11:00-11:45	OPEN	<b>Getting good ideas when times are tough</b> <i>facilitated by Katie Konrath</i>	<b>Guerrilla video marketing ideas</b> <i>facilitated by Jake Nyberg &amp; Don Ball</i>	<b>Work/Life Hacking</b> Could the downturn actually be good for some things - like finding balance and taking sabbaticals? <i>Facilitated by Kirk Horsted</i>
12:00 -1:00 p.m.	<b>Lunch @ Pizza Luce</b>			
1:15-1:50	<i>coffee available</i>	<b>UnPanel: How can we use creativity + collaboration to beat the economic downturn?</b> <i>facilitators TBD</i>		
2:00-2:25	OPEN	<b>Overnight Web Challenge</b> How did last weekend's marathon web-building session go? What are some other ways for-profit practitioners can team up to help non-profits and the community? <i>facilitators TBD</i>	<b>NXNW? Interactive, Theatre, Music, &lt;insert more here&gt;...</b> MSP is a hot-bed for several uniquely overlapping worlds and needs a blowout to showcase each community. What would it take? <i>facilitated by Jennifer Kane</i>	<b>Make Wordpress Work for You!</b> How to turn your self-hosted Wordpress blog into a totally rocking Content Management System (CMS). <i>facilitated by Toby Cryns</i>
2:30-2:55		<b>How to increase your employability using community and social media</b> <i>Paul DeBettignies</i>		<b>Ignite Speed Presentations</b> You have 5 minutes & 20 slides that rotate automatically every 15 seconds - go! MSP is about to join the thriving Ignite communities in Seattle, Portland, Paris, and NYC. <i>facilitated by Mykl Roventine &amp; Patrick Kuntz</i>
3:00-3:45	<b>Now What?</b> Translate your UnSummit experience into a gameplan you can start implementing right away. On-the-spot, guerrilla strategic planning to help you shape ideas and create a basic plan of attack. <i>facilitated by Jennifer Kane</i>	<b>All the news that's fit to click: How citizen journalists are putting MSP on the map</b> <i>facilitated by Chuck Olsen</i>	<b>How can the Minneapolis Farmers Market use social media to survive and thrive</b> <i>facilitated by Sandy Hill &amp; Susan Berkson</i>	<b>Alphabet Soup: What's the changing role for trade associations and communities?</b> <i>facilitated by Tim Brunelle</i>
3:50-4:00		<b>Closing Remarks &amp; Doorprizes</b>		
4:30-7:00	<b>Happy Hour @ MOTOi</b>			