

## MODULE 1: AUDIENCE – DRIVING A NEW MARKET PLACE REALITY

TIME	ROOM	SESSION
8:00am	175 A	<b>REGISTRATION &amp; INFO DESK</b>
8:30am - 9:15am	187	<b>BREAKFAST: LAMBERT LOUNGE</b>
9:15am - 9:45am	190	<b>INTRODUCTION &amp; WELCOME ADDRESS BY ASTOUND TEAM; PARTICIPATORY DESIGN TECHNIQUES (PDT): INTEGRATING AUDIENCE IN A MEANINGFUL WAY THROUGHOUT THE PRODUCTION VALUE CHAIN</b> Speaker: Suzanne Stein
9:45am - 10:00am		<b>BREAK</b>
10:00am - 11:00am	190	<b>THE ART &amp; SCIENCE OF CONSUMER INTELLIGENCE: HOW THE SHIFT TOWARDS “EXPERIENCE” IMPACTS THE FIELD OF CONSUMER INSIGHTS</b> Keynote Speaker: Todd Cherkasky

## MODULE 2: NEW TOOLS OF THE TRADE

11:00am - 11:20am	190	<b>DATA AND ANALYTICS</b> Presented By: Ramtin Lotfabadi
11:20am - 11:50am	190	<b>BUSINESS MODEL CANVAS</b> Presented By: Aaron Williamson
11:50am - 12:10pm	190	<b>SOCIAL MEDIA STRATEGIES</b> Presented By: Eric Blais
12:10pm - 12:30pm	190	<b>THE ART OF PITCHING</b> Presented By: Warren Coughlin
<b>12:30pm - 1:30pm</b>	<b>187</b>	<b>LUNCH</b> (provided on site for all participants)
1:30pm - 2:30pm	190	<b>AUDIENCE ENGAGEMENT ROUND TABLE DISCUSSION</b> Corey Vidal, (Apprentice A), Amar Wala (The Secret Trial 5), Suzanne Stein (ideaBOOST), Anne Marie Maduri (ASTOUND Initiative) and Ana Serrano (CFC Media Lab/CFC)
2:30pm - 2:45pm		<b>BREAK</b>

## MODULE 3: CLINICS (2:45pm - 5:30pm)

Session 1	2:45pm - 3:30pm	605	<b>WORKSHOP 1: INTEGRATING PARTICIPATORY DESIGN TECHNIQUES</b> Facilitated By: Suzanne Stein & Zan Chandler
	Break (15 mins) Coffee available on the 6 <sup>th</sup> floor	600	<b>WORKSHOP 2: DEFINING YOUR BUSINESS MODEL</b> Facilitated By: Ana Serrano, Aaron Williamson & Orla Garriques
Session 2	3:45pm - 4:30pm	669	<b>WORKSHOP 3: GROWING YOUR AUDIENCE THROUGH SOCIAL MEDIA STRATEGIES</b> Facilitated By: Eric Blais
	Break (15 mins) Coffee available on the 6 <sup>th</sup> floor	668	<b>WORKSHOP 4: TRACKING YOUR AUDIENCE THROUGH DATA AND ANALYTICS</b> Facilitated By: Ramtin Lotfabadi
Session 3	4:45pm - 5:30pm	667	<b>WORKSHOP 5: PITCHING EFFECTIVELY BY KNOWING YOUR AUDIENCE</b> Facilitated By: Warren Coughlin, Anne Marie Maduri, Elizabeth Radshaw & Chloe Sosa Sims
	5:30pm - 5:45pm	601	<b>BREAK</b>
	5:45pm - 7:00pm	187	<b>CLOSING RECEPTION</b>

FOR MORE INFORMATION PLEASE VISIT:  
**WWW.ASTOUNDINITIATIVE.CA**