**Digital Innovation Studio**

**Orientation Call Agendas**

1. **Participant round of intros:**
Name, Org, why joined mobile lab project, 1-2 sentences on goals/hopes for lab and experiment
2. **TMC review goals+timeline**
INTERNAL NOTES:
**Review goals**Review Criteria highlights
Review timeline

NOTES ON TIMELINE: We’ll be using the research/resource time to refine/inform everyone’s goals. Ideas may change, deepen, expand on what you want to accomplish.

NOTE: IN PERSON MEETING. BEST DATE? JULY 15/16 WHERE OR JULY 22 IN VEGAS? NEED TO NAIL DOWN.
3. **Review Digital Innovation Studio Workbook and instructions**
NOTES:
Did everyone join the google group?
Did everyone join google wave?
Does everyone have a delicious account?

Review posting, receiving info: We ask that everyone posts at least three sources a week and be ready to talk about the most salient points of those stories on our weekly calls.
4. **ID areas where like to begin research and what kinds of experts we could bring in**Notes: Based on goals/hopes, what are areas that you’d like us to dive into more for research AND bringing in outside experts/allies?
5. Start setting up next phone calls
BEST DAYS AND TIME
6. Next Steps and Questions

Mobile

Hi all,

We’re about to kick start the In terms of our regular research/conf. calls, I wanted to throw out some thoughts for pre-planning. Each weekly call will be divided into research analysis, discussion with experts, mini-experiment brainstorming time.

1. I was envisioning the agenda for each call to look like:
	1. Review and discuss highlights from major resources/articles saved on Google sites over past week:
	2. Discuss areas of research best practices continue to dive into. Who will take what
	3. Bring on 1-2 experts for presentation, q&a, and discussion
	4. Experiments-are ideas popping. Why or what?

In light of the experts, I’d love your feedback or suggestions for a) either specific individuals or organizations you’d like us to reach out to OR general suggestions about the type of mobile experts (developers, experts in types of mobile devices) that you’d like us to research and identify for a phone call. Here’s what I have so far:

TYPE Individual/Org

Mobile Tools/Citizen Journalism Prabhas Pokharel Mobile Active

Mobile Lynn Smith

Mobile Texting/Campaings Jed Alpert Mobile Commons

Mobile/Revenue Generation

Mobile expert in push technology

Mobile Analytics

Mobile/Game theory/data taggging+incentives Four Square?