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**The Media Consortium’s Digital Innovation Studio**

**Moving Into Mobile**

**In Person Meeting Agenda**

**Where**: Hudson penthouse, Trump International Hotel

Trump International Hotel 2000 Fashion Show Drive

**When**: July 21, 10:30-4:30

Note: Breakfast is on your own, but coffee will be provided in the am. We encourage people to arrive no later than 10:15.

Have on wall:

\*Butcher paper with goals from google wave. If there were no goals listed on google wave, ask people to write them down as they come in…

Practical Goal? Big Picture/Crazy Vision

**Meeting Goals:**

1. Practice big picture visioning on the current and future landscape of mobile and media
2. Iterate core concepts and next steps for TMC sponsored Hack-a-Thon
3. Discuss and prioritize additional mobile experiment ideas

**10:30-10:40 Intros + Review Agenda/Goals**

TMC Members: Come armed with one new fact, “aha” moment or experiment idea (no matter how big picture and crazy) you’ve thought about so far during the mobile lab for the intros.  
 Introduce Self

**10:40-11 Game On: How media can \*pwn the mobile landscape**/**Lynn Smith,** [**Mobile Roots**](http://mobileroots.biz/)

Lynn Smith of Mobile Roots unveils the roots of game theory and leads a discussion on how media organizations can utilize it to create dynamic, exciting, impactive apps and mobile tools. This short presentation will explore the evolution of the mobile app, potential strategies for making apps with more stickiness - and how media makers can pwn the mobile landscape by tapping into their audience's inner gamer.

**11-11:45 Visioning Session: Mobile Now and The Future**

Attendees will brainstorm and vision out the current needs and audiences of independent media. Get your creative juices flowing (and drawing hats on!). This session will utilize information learned from the mobile labs to help set the brainstorming for the hack-a-thon and additional experiment ideas. Questions to brainstorm.

Butcher Paper for drawing/writing

Break into two groups

35 Minutes of brainstorming/5-10 minute present to each other and q’s  
Current:

1. Who are we building tools/applications for?   
   Come up w/ phrases/descriptives of people that we are building apps for now and three years from now… What types of people (demographics
2. How do we know how these audiences currently utilize mobile and what they want from mobile? How can we find out from our own community?  
   Brainstorm ideas to learn about how current potential audiences are using mobile and what they want from mobile.

Future:

1) How will consumers be using mobile three years from now?   
Describe/Draw out ways that users will be using mobile devices for info consumption, interaction, entertainment, etc…

**11:45-12 Break**

**12-12:30 How to have a successful Hack-a-Thon/Burt Herman, Hacks/Hackers**

Burt Herman, co-founder of Hacks/Hackers will give an overview of the past hack-a-thon he organized, examples of apps developed and provide us with the do’s/don’ts of organizing a successful hack-a-thon.

Short background on H/H

On evolution of Hack-a-thon, give examples of what produced

Lessons Learned—What made it successful, what not to do, what to think about in terms of organizing next hack-a-thon

**12:30-1:15 Lunch**

**1:15-3 Hack-a-Thon Brainstorming**

Attendees will brainstorm core criteria and logistics for organizing a TMC-sponsored hack-a-thon.

1. Shared Goals  
   Identify shared goals of TMC mobile lab members that can set the stage for building prototype apps and tools at a hack-a-thon. What do we want these goals to accomplish? All goals should be directive enough to: support any necessary prep work, provide clear criteria for participation and focus for the hack-a-thon. At the same time, they should be broad and flexible enough to allow for creativity in app/tool development.
2. Attendees Criteria

Identify how we open to other TMC members, outside journalists and hackers and what they must agree to in order to attend.

1. Logistics: Dates, City
2. Roles and Next Steps

**3-3:15 Break**

3:15-4:15 Other Experiment Brainstorming

Brainstorm and prioritize potential additional experiment ideas. Discuss if/how these experiments can be moved forward and who will be participating.

4:15-4:30 Meeting Round up and Evaluation

4:30 DRINK!