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

**Moving Into Mobile**

**In Person Meeting Agenda**

**Where**: Hudson penthouse, 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 a.m. We encourage people to arrive no later than 10:15.

**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) that you’ve thought about during the mobile lab for the intros.

**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 put your drawing hats on!). This session will draw on lessons learned from the mobile labs and help set the brainstorming for the hack-a-thon and additional experiment ideas. Questions to brainstorm include:

Current:

1. Who are we building tools/applications for?
2. How do we know how these audiences currently utilize mobile? How can we find out from our own community?

Future:

 1) How will consumers be using mobile three years from now?

**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, provide examples of apps that were developed, and reveal the do’s/don’ts of organizing a successful 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!