

Wednesday, October 15, 2014

Start time	End time	DRAFT topics	Presenter	Organization
8:00 AM	8:30 AM	Continental Breakfast	Lauren Purvis	RIT/Hyatt
8:30 AM	9:00 AM	Welcome	Chris Bondy	RIT School of Media Sciences
9:00 AM	9:30 AM	Agenda	MC	TBD
9:30 AM	10:00 AM	Strategy in Cross-Media Communications	Jon Buddington	Global Thinking
10:00 AM	10:15 AM	BREAK	Lauren Purvis	RIT/Hyatt
10:15 AM	11:00 AM	Innovating Trends in Promotional Communications	Moderator: Chris Bondy	RIT School of Media Sciences
		Advertising Agency	Panel: Bruce Kielar	Roberts Communications
		Educational	Panel: Bo Peterson & Johannes Karlsson	Malmo University, Sweden
		Marketing Solution Provider	Panel: Kristi Nelson & Sarah Mannone	Trekk
11:00 AM	11:30 AM	Content Management	Molly Cort	RIT Press
11:30 AM	12:00 PM	Augmented Reality: Another Channel in the Mix	Kristi Nelson & Sarah Mannone	Trekk
12:00 PM	12:45 PM	LUNCH - Student Poster Session	Lauren Purvis	RIT/Hyatt
12:45 PM	1:15 PM	Transmedia and Publishing	Elena Fedorovskaya	RIT School of Media Sciences
1:15 PM	1:45 PM	Educational Transformation from Print to Cross-Media	Bo Peterson & Johannes Karlsson	Malmo University, Sweden
1:45 PM	2:15 PM	Print Strategy in Europe	Dr. Weislaw Cetera	Editor, European Media Group
2:15 PM	3:00 PM	Transactional Communications	TBD	TBD
3:00 PM	3:15 PM	BREAK	Lauren Purvis	RIT/Hyatt
3:15 PM	4:00 PM	Cross-Media: Challenges and Opportunities	Moderator: Bob Barbera	Canon
		Financial Services Company	TBD	TBD
		Bill-Pay Site Aggregator	TBD	TBD
		Software Solution Supplier	Dave Hook	Crawford Technologies Inc.
4:00 PM	4:30 PM	Future of Package Printing	Dr. Mark Bohan	Printing Industries of America (PIA)
4:30 PM	4:45 PM	Evening Agenda	MC	TBD
		Adjourned		
5:15 PM	6:00 PM	Cocktails	Lauren Purvis	RIT/Hyatt
6:00 PM	8:00 PM	Dinner	Lauren Purvis	RIT/Hyatt
7:00 PM	7:05 PM	Dinner Welcome/Speaker Introduction	Chris Bondy/ Lorraine or Twyla	CIAS/RIT School of Media Sciences
7:10 PM	7:40 PM	Dinner Speaker	Frank Romano	RIT School of Media Sciences
7:40 PM	8:00 PM	Adjourned		

Thursday, October 16, 2014

Start time	End time	Topic	Presenter	Organization
8:00 AM	8:30 AM	Continental Breakfast	Lauren Purvis	RIT/Hyatt
8:30 AM	9:00 AM	Books, Magazines, Newspapers and the Tablet (trad. vs. digital)	Bruce Barna	GIS
9:00 AM	9:45 AM	Publishing Communications	Moderator: Elena Fedorovskaya	RIT School of Media Sciences
		Education	Panel: Andrea Hickerson	RIT College of Liberal Arts
		Software Solution Supplier	Panel: Ivan Mironchuk	Adobe
		Publishing Industry Analyst	Panel: Adam Dewitz	WhatTheyThink.com
9:45 AM	10:00 AM	BREAK	Lauren Purvis	RIT/Hyatt
10:00 AM	10:30 AM	Future Direction of Publishing Content (syndicated vs. free)	Dr. Werner Sobotka	Digital Solutions & Research, European Media
10:30 AM	11:00 AM	Functional Printing Why Do we Care?	Shu Chang	RIT School of Media Sciences
11:00 PM	11:45 PM	Applications of Functional Printing	Moderator: Shu Chang	RIT School of Media Sciences
		Industrial Perspective	Panel: Nancy Ferris	Kodak
		Education in Printed Electronics	Panel: Malcolm Kief	Cal-Poly
		Education in Additive Manufacturing	Panel: Denis Cormier	RIT Kate Gleason College of Engineering
11:45 AM	12:30 PM	LUNCH - Student Poster Session	Lauren Purvis	RIT/Hyatt
12:30 PM	1:00 PM	Patterned by Printing - Process & Materials for High Performance Electronics	Carolyn Ellinger	Kodak
1:00 PM	1:30 PM	Functional Print Workflow	Eddy Hagen	VIGC
1:30 PM	1:45 PM	Break	Lauren Purvis	RIT/Hyatt
1:45 PM	2:15 PM	Insights into the Dynamics of Flexographic Printing	Christine Landry-Coltrain	Kodak
2:15 PM	2:45 PM	Print Process Management	Bruce Myers & Bob Chung	RIT School of Media Sciences
2:45 PM	3:15 PM	Measurement and Analysis Framework	Saleh Abdel Motaal	RIT School of Media Sciences
3:15 PM	3:45 PM	Research Hot Topic Discussion	Jerry Schur/Matt Bernius	Peak Focus/RIT School of Media Sciences
3:45 PM	4:00 PM	Wrap-Up	Chris Bondy	RIT School of Media Sciences
4:00 PM		Adjourned		