

NEW TO DMA2011

# geek END™

2011

OCTOBER 3-4

DAY 2  
OCT. 4

The interactive event phenomenon is coming to DMA2011.

tech-focused content that brings together digital designers, developers, social media fanatics, technology gurus, and business enthusiasts all in one place.

DAY 1  
OCT. 3

**WORK**  
Tools & tips to improve your work.

**PLAY**  
Ideas that go beyond the typical workday.



1:30 - 2:15 pm

**OOH 3.0: AN OUTDOOR SPACE ODYSSEY**  
Mimi Chan, CBS Outdoor Canada

**THE WAR ON STUPID NEEDS YOU!**  
Andrew Davies, Paragon Design Group  
Patrick Rodgers, Connect Savannah

2:30 - 3:15 pm

**CREATING BUZZ: WHY AND HOW**  
Michael Durwin, Boston Technologies

**THE SOCIAL LANDFILL**  
Tony Jordan, AWOL  
Murray Wilson, TPS Consulting

3:30 - 4:15 pm

**STOP MEASURING, START LISTENING: THE KEY TO SOCIAL MEDIA ROI**  
Hal Thomas, BFG Communications

**DISCONNECTING THE DOTS: HOW OUR DEVICES ARE DIVISIVE**  
Roy Christopher, Writer and Author

EVENING TWEETUP

10:00 - 10:45 am

**LEGAL BOOTCAMP FOR WEB 3.0**  
Olivera Medenica, Co-Founder,  
Wahab & Medenica LLC

**ROAD TRIP: WHAT I LEARNED ABOUT CREATIVITY TRAVELING WITH MY COWORKERS**  
Darryl Ohrt, Founder, Humongo

11:00 - 11:45 am

**SHOULD I STAY OR SHOULD I GO?**  
Beth Davidz, AOL  
Jenna Marino, Hanerino  
Jayna Wallace, Blockbuster (moderator)

**GSD: GETTING SHIT DONE (SO YOU CAN HAVE FUN)**  
Patrick Haney, Hanerino

LUNCH BREAK

1:30 - 2:15 pm

**THE HONEYMOON IS OVER AND THE BILL IS DUE**  
David Burn, Bonehook & AdPulp.com

**HOW TO MAKE COMMODITY ELECTRONICS COOL... CHARACTERIZE!**  
Dwight Schulteis, Mimoco

2:30 - 3:15 pm

**APPATASTROPHE: 4 WAYS TO FAIL**  
Craig Johnston, Sudjam

**WHERE DID GEEKS GO RIGHT?**  
Sean Shadmand, AppMakr

KEYNOTE  
SETH PRIEBATSCH, SCVNGR

4:00 - 5:00 pm

Geekend Roadshow's closing session will feature a talk by Seth Priebatsch, one of the industry's youngest and smartest entrepreneurs. After completing his freshman year at Princeton, Seth dropped out and took a "leave-of-absence" to pursue SCVNGR. As Chief Ninja of SCVNGR, Seth has been building a game layer on top of the world, gaining backing by Google Ventures and working with the likes of Coca-Cola, Buffalo Wild Wings, GameStop and 7-Eleven to name a few.

Free access with a DMA2011 badge!  
For more information on speakers and their topics,  
visit [geek-end.com](http://geek-end.com)

