

CreateTech 2014 Update - September 15, 2014 - 4:46 PM

Team

4A's

NAME	ROLE	EMAIL	CELL
Chick Foxgrover	Program	cfoxgrover@aaaa.org	917-749-1792
Michael Boyle	Event Project Lead	mboyle@aaaa.org	
Brenda Major	VP, Events (Boston native)	bmajor@aaaa.org	
Troy Starwalt	Events and Sponsorships	tstarwalt@aaaa.org	

Location and Venue:

Includes asks from Boston agency community!

- Status: committed
 - TBD: Food and beverage - Thinking simple for this crowd
- Location setup and A/V - Need a Boston coordinator** We may need some help on the anyone in Boston with a strong connection. The 4A's Events team will get engaged soon and I'll introduce everyone. We may need to hire a producer, a photographer and a video person for the two days.
- CreateTech Lab showcase - Need a Boston planner/coordinator** Want to consider having a "Show & Tell" area for Creative Technologies committee member agencies to show lab projects. Wanted to include 5 minute lightning rounds for Agency creative tech/innovation lab work but would be a lot of detail to organize. **Schedule may not allow it. However, if there is interest in pursuing we might need some A/V help: computers and volunteer(s)**
- Boston natives! Need Local hotel and attraction recommendations** to publish on the website and have to send out.
 - I went for the Hyatt Regency
- Thursday night end of conference party - Need a Boston planner/coordinator** (*We won't be able to do this without a SPONSOR* and we may lost the space if we don't commit soon) Plan: Art&Code and/or Music&Code performance. We can curate through Leaders in software & Art or FakeLove or any other connections

Attendees

- 46 Seats sold
- Need 175 paid minimum
- Sales "pace" is 3.5 - 4 on scale of 1-5. Good for this far out!
- Boston agencies represented so far: Digitas, A-G, Arnold

Promotion (More information on request)

Boston Media ?

- Need a Boston coordinator**
- Will connect any Boston communications folks with the 4A's team

Media Partners

- AdWeek
- 4A's SmartBrief
- SmartBrief ATMAE
- IAB SmartBrief
- SmartBrief EdTech
- Mobile Media Summit
- Advertising Age

Other

- Weekly email marketing
- Tweet schedule

Programming:

- Slots still available = maybe 2 depending on commitments/scheduling** - but we have a very full schedule

Committed, waiting for details - Status = 95%

- Rudina Seseri**, Farihaven Capital, opening keynote panel, with **Dr. Cynthia Brazeal of Jibo** and perhaps others. Possibly **David Rose** - the author of *Enchanted Objects: Design, Human Desire and the Internet of Things*
 - Kati London**, Design researcher Microsoft, keynote , former AreaCode/Zynga Game designer, Microsoft
 - David Shrier**, Director New Ventures, MIT. keynote
 - Nigel Jacob**, Co-Founder, New Urban Mechanics , City of Boston, Keynote
 - Ben Malbon** Google Art Copy & Code , Creative/Client Presentation
 - Winston Binch**, DeutschLA and **Volkswagen**, Creative/Client Presentation, Theme agency development team
 - Mike DiGiovanni**, Isobar, Google Glass dveloper, Workshop description below.
 - Steven Dean**, partner at **PreHype**, Solo or discussion, Innovation and the customer conversation
 - Mike Baker**, **DataXu**, Conversation or Panel, Possible panelists: **Byron Ellis**, SpongeCell CTO, **Ray Velez** CTO, Razorfish, and **John Cain**, VP, Customer Experience Strategy, SapientNitro,
 - Jason Alan Snyder**, Momentum WorldWide, Beyond Wearables, Panel, , RockPaperRobot, Marcel Botha
 - Mark Logan**, Barkely, **Michael Phillips**, Eleven, Organizers, Innovation Labs Panel, others John Running, Hill Holiday, David Vogeeler Marting Agency.
 - Agency Innovation lab/creative technologies - showcase, based on Mullen idea, work small enough to be demoed on tables. - Will need coordinator.
 - Mindshare**, new agency unit dedicated to the internet of things, Creative/Client Presentation + Research, w/ **MapMy Fitness**
 - Jason Levy**,Saatchi&Saatch Wellness, Panel, BioHacking, details to come
 - AT&T/ManMadeMusic**, Creative/Client Presentation, Design of sound in mobile and environment **Case study**at the AT&T/ Dallas Cowboy's Stadium - **Gregg Heard**, **Vice President**, **Brand Identity and Design**, **AT&T**, Joel Beckerman, Founder and Lead Composer, Man Made Music
 - Fake Love** - Seeing Sounds, Hearing Colors: Experiencing Brands through Synesthesia
 - Fake Love Project Videos**
- Proposed Waiting for Commitments and Scheduling Options- Status = 75%**
- Hush**- *Activated Spaces & Expressive Environments*
 - Chris Reigl**, **Stratacahe** perhaps with Fortune 100 retailer
 - Fernanda Viegas**, Solo, Google, Data visualiztion
 - Sheldon Montiero**, Sapient Nitro CTO, *The Case for Evolution of the Creative Technologist*
 -
 - Critical Mass**, Creative/Client Presentation, Using Kinect for UN Mine detection project

Proposed/Discussed (Various Sources)

- CTIA**
 - They could do a summary presentation of the just finished **SuperMobilityWeek**, the largest exhibit in the world for IoT M2M (Machine to Machine)that included the following
 - Wireless life sciences
 - Autos
 - Home
 - Content Tracks
 - Enterprise
 - Leading Edge
 - Connected Life
 - Intelligent Network - hardware to software
 - They're hoping to build something around marketing and advertising.
 - Digitas**, **Topic: *Incorporating and using agile methodologies in a digital creative agency.* **
 - Monotype** Topic: *HTML5 dynamic creative, desktop to mobile.* Panel - Monotype with client, perhaps Samsung eMarketer (from: **Porter Novelli (Boston)**)
 - Tool of North America**
 - Storytelling + Technology - Talk about how we've done this across recent projects such as Remote Control Tourist, Taco Bell Snapchat and GT6 First Love.
 - The new IBM project we just launched. It's a cool story and we can get into the details of how it was made and collaboration with agency. Maybe Ogilvy would do the talk with us, **James Murpgy**, **Tennis ball sounds and music Core77**
 - Michael Lebowitz**, Big spaceship:
 - he's happy to participate in any type of session you'd like to have him in. I know he could do an amazing solo presentation on creative technology and human interactions, touching on Big Spaceship's work.*

- KBS Spies and Assassins**
 - Topic: Development Operations for Creative Agencies**
Agency-style operations at startup-inspired scale
 - Mike Dory, Executive Director of Technology*
Rick Garcia, Director of Development Operations

Those who work in the field of creative technology are used to fast-paced environments that see constant change — we know that the tools we use and the ways we will use them are continuously evolving every day. Our technology-focused agencies no longer build just microsites and promotional pages, but now often include the architecture, development, deployment, and continued maintenance of entire global websites and enterprise-scale web stacks. This usually means managing a variety of active projects across the team, often with overlapping schedules, and on a host of different technology stacks. How can we as an industry keep developing new creative works at this pace, yet continue to deliver the high-quality experiences that our clients and their users have come to expect?

Development Operations (commonly referred to as “DevOps”) is a concept that has been gaining mass adoption in the startup world over the past few years, and focuses on automating our infrastructure to scale up to handle enterprise-grade traffic while also continuously integrating code and configurations multiple times per day. Ultimately, it's a way to ensure system stability, stack scalability, and overall human happiness, all while conserving resources.

In this talk, the kbs+ Spies & Assassins technology team will explain what DevOps is, what it means to our industry, and how you can take a big leap forward with these new tools and practices. We'll include a quick tour of the relevant landscape, and show a few examples of how it's proven invaluable for our own client projects.

- Innocean and Neuroscience:
 - Could the key to unlocking genuine connections between consumers and brands lie in understanding a single neurochemical called oxytocin? Creative agency INNOCEAN is using the latest science to identify why trust, empathy and connection are rooted deep in our mammalian brains and what this means for the future of brands.*

*INNOCEAN USA's VP of Digital & Engagement Strategy, **Uwe Gutschow** , will explore the relationship between oxytocin and consumer's ability to trust and connect with brands. Uwe will explain why companies that are able to raise our oxytocin levels will prosper by diving deep into the world of neuroscience, economics, biology and psychology. The discussion will also examine the moral implications of tailoring communications to maximize oxytocin release and the possibility of using it as a metric for success in the future. In addition, Uwe will discuss how INNOCEAN has used this science to tailor campaigns for clients including Hyundai.*

Proposed or Discussed, but nothing current - << 50%

- Rachel Law**, Interface Foundry, solo talk
- DDB and McDonalds
 - a session with McDonalds that would highlight how the megabrand activates on new platforms, like Instagram and Spotify, as well as its own in-store WiFi network, considered ahead of the curve. Since McDonalds was one of the first paid sponsors of Instagram/Spotify, they have a wealth of data, insights, etc that could be shared with your audience in a very visual and interactive session.*
- Barbarian Group and Samsung, Creative/Client Presentation
- MadebyMany, Creative/Client Presentation Skype, Classroom in the Cloud
- Kip Voytek, MDC, **Topic: Design for the Internet of Things** Panel
- Team Detroit and Ford, Creative/Client Presentation
- Jeremy Allaire, Circle (Bitcoin startup)
- Stimulant

Mike Dogiovani - CreateTech 2014 Wearables workshop

- Normal Running Time: 1:30–2:00**
- Ideal number of participants**
 - Max of 15, to be broken up into teams of 3–4.
 - The couch based area you mentioned might be good for the style of talk I'm thinking.
 - There would be no problem with trimming this down to 10 for space concerns, maybe we could do it twice if there's enough interest.
- Summary of workshop, description of activities, outcomes or results**

The workshop will begin with a talk about the current state of modern wearable hardware and software. This will include both general purpose wearables, like smartwatches, and more focused wearables like fitness bands and custom hardware. We will discuss what works and what has failed across consumer oriented wearables in the past 4 years. The goal is to give attendees an understanding of how to approach designing an experience that ties into modern consumer wearables.

The initial discussion will be followed by a design exercise where small teams will come up with a simple wearable product that embraces some of the principles previously discussed. This can be new hardware or just software designed to run on an existing wearable platform. We will have a variety of wearables to get some hands-on time with as well as 3D printed mock ups of unavailable devices like the Apple Watch. Attendees will be provided with a suggested hardware and software platform to jumpstart their creativity if they aren't feeling particularly creative that day.

The main goal of this activity is to show off how hardware will often dictate how your software works and what interactions a user will want to have and allow the attendees to apply some of the knowledge already gained

The workshop will conclude with a discussion on the results of the design exercises as we talk through each product.

Materials needed

- A comfortable sitting area that fosters collaboration.

A/V Technology needed

- Projector with HDMI or DVI inputs

References or presentation history

- Speaker at Wearables Dev Con 2014
- Speaker at Screens 2013
- Speaker at HPX Digital 2013
- Developed for and used numerous wearables over the past 3 years.

Working on:

- Location/iBeacon app demonstration for conference - Interface Foundry, Robin others?
- (**Looking less likely now** Thursday night end of conference party (*need a Sponsor*) , Art&Code and/or Music&Code performance

Ad Tech Connections - no plans yet

- AdTheorent
- ViralGains
- Reatx