From: **Chick Foxgrover** cfoxgrover@aaaa.org
Subject: Re: Create+Tech Feedback
Date: November 14, 2014 at 4:12 PM
To: Mark Logan mlogan@barkleyus.com

Thanks for being a part of CreateTech again and for the great feedback.

Your points are very well taken. I've been thinking for some time (and based on the feedback we discussed last winter at Huge) that matching the practical with the speculative was an important goal. The original concept in my mind was to run workshops during the times panel discussions were taking place and then having a certain standard for collective main stage presentations.
And I'd love most of all to manage 2 tracks, which is ambitious. The feedback is very valuable.

In any case after 4 years of CreateTech and a long time conference goer I could write a short book on all the dynamics of "what happens on the way to conference", for another time, over beers!!

We'll get together again soon and start discussing what we can do for 2015. We've gotten better every year and I'm looking forward to next year.
And actually perhaps more than CreateTech. I'd love to hear ideas about any other ideas and topics for agencies and creative technologists that we as a committee could offer.

Thanks very much again and looking forward to talking soon.

Chick

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LEADERSHIP / ADVOCACY / GUIDANCE / COMMUNITY

On Nov 14, 2014, at 2:42 PM, Mark Logan <mlogan@barkleyus.com> wrote:

Hi Chick,

Congrats on another great event. Several people I talked to agreed that this year's programming was the best so far. While the event is fresh in my mind, I thought I'd offer some feedback.

First, I appreciated the speakers who shared real expertise and accomplishments. A couple of standouts for me were Conor Brady's UN Mine exhibition, Ben Malbon's presentation and the data visualization piece with Fernanda Viegas. All shared relatable, interesting work and some of the effort behind it. I also really enjoyed the VW case study, especially in its candor, although I felt like I wanted to see more of the work to have context for the story.

I didn't get as much out of the panel discussions. For me personally, panels are almost always my least favorite piece of any conference. I just don't think the format lends itself often to good knowledge transfer. While I find the topics of transhumanism and wearables inherently interesting, I found myself wishing the panels weren't just speculating about the future, but rather talking about concrete examples and stories of what is happening now and what the relevant implications are. Too much conjecture and pontification made those panels feel less than useful to me. I didn't hear or learn anything that I could really leverage. I question the usefulness of "future of" types of discussions.

I thought the work shown by the Fake Love guys was very interesting, but their presentation felt very self-promotional. They didn't share knowledge of how things were done or what lessons they learned. It felt very pitchy.

Overall, I thought the experience was great. I wished there had been more people there to enjoy it, but I'm sure when we go back to NYC, that problem will be rectified. Looking forward to continued collaboration next year.

Again, congratulations!

Mark

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