

AGENDA



**Tuesday,
March 27,
2018**

Desautels Hall
Rotman School of Management
105 St. George St., Toronto

Overview:

Through a mix of keynote speakers and mini-case studies from across three campuses, Field Day 2018 offers U of T communications staff a day of learning, networking and inspiration.

Co-chairs

Lucianna Ciccocioppo and Linda Quattrin, with special thanks to Jillian Bradshaw for her organizational assistance.

Social Media Doctors

Rebecca Biason, Krista Boniface, Jesse Carliner, Kristina Doyle, Dale Duncan, Jamie Hunter, Adrienne Harry, Sarah Kidd, Haley Overland, Mark Smith, Julia Soudat, Samantha Yammine

8:00–8:45 a.m.	BREAKFAST & REGISTRATION
8:45 a.m.	DAVID ESTOK Vice-President, University of Toronto Communications (UTC)
8:55 a.m.	SREE SREENIVASAN Social & Digital Media Expert, New York <i>#SocialMediaToday: Making it work for @UofT and You</i>
10:00 a.m.	U OF T MINI-CASE No.1 <i>Promoting Art on Campus — UTSC</i>
10:15 a.m.	BREAK
10:35 a.m.	RENEE DALY Senior Consultant, Simpson Scarborough, Washington DC Analysis Paralysis? Flexible Data Strategies to Address Your Most Pressing Challenges
11:25 a.m.	U OF T MINI-CASE No.2 <i>VideoScribe: Budget-friendly Creativity — Arts & Science</i>
11:40 a.m.	U OF T MINI-CASE No.3 <i>LinkedIn Marketing for Small Budgets — Rotman</i>
11:55 a.m.	MINI-CASE Q&A
Noon	LUNCH with SOCIAL MEDIA DOCTORS Free check-up and treatment with our “Social Media Doctors”
1:00 p.m.	U OF T MINI-CASE No.4 — FLYING SOLO <i>Saying Thanks with Art — Medicine by Design</i>
1:15 p.m.	U OF T MINI-CASE No.5 <i>Our Musical Universe — UTC</i>
1:30 p.m.	CHRISTINE FELGUEIRAS President and Program Leader, Impact Presence, Toronto <i>High Impact Presenting: Speak with Impact and Presence</i>
2:15 p.m.	U OF T MINI-CASE No.6 <i>Fab @ Fifty — UTM</i>
2:30 p.m.	U OF T MINI-CASE No.7 <i>Connecting the Dots: U of T Experts & Breaking News — UTC</i>
2:45 p.m.	MINI-CASE Q&A
3:00 p.m.	CLOSING REMARKS & NETWORKING RECEPTION