

# AGENDA



Tuesday,  
February 14,  
2017

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 2017 offers U of T communications staff a day of learning, networking and inspiration.

**Co-chairs**  
Lucianna Ciccocioppo  
and Linda Quattrin

**Caselet Committee**  
Holly Fraser (Chair)  
Kristina Doyle  
Blake Eligh  
Shilpa Gantotti  
Jovanna Jankovic  
Julia Soudat

8:30–9:00 a.m.	<b>BREAKFAST &amp; REGISTRATION</b>
9:00 a.m.	<b>WELCOME</b>
9:05 a.m.	<b>MITCH SINCLAIR</b> Design Director, IDEO, Cambridge, Mass. <i>An Artist, an Anthropologist &amp; a Psychologist Walk into a Bar: Secrets of Thinking Like a Designer</i>
10:00 a.m.	<b>U OF T MINI-CASE No.1</b> <i>SKULE package, Engineering</i>
10:15 a.m.	<b>BREAK</b>
10:30 a.m.	<b>JOHN OESCH</b> Associate Professor, Rotman School of Management <i>But My Boss Won't Buy It: How to Help Your Ideas Get Heard</i>
11:30 a.m.	<b>U OF T MINI-CASE No.2</b> <i>Quirky research story, Scarborough</i>
11:45 a.m.	<b>U OF T MINI-CASE No.3</b> <i>U of T World, Central</i>
NOON	<b>LUNCH with ERIN LEMON</b> Executive Director, News & Media, University of Toronto Communications
1:00 p.m.	<b>U OF T MINI-CASE No.4</b> <i>Alumni magazine, Medicine</i>
1:15 p.m.	<b>SHREE PARADKAR</b> Columnist & Digital Editor, Toronto Star <i>Decoding Diversity: Why Inclusion is About Ethics</i>
2:15 p.m.	<b>U OF T MINI-CASE No.5</b> <i>Holiday video, Mississauga</i>
2:25 p.m.	<b>U OF T MINI-CASE No.6</b> <i>Student communications, Arts &amp; Science</i>
2:35 p.m.	<b>BREAK</b>
2:50 p.m.	<b>MARY LYNN YOUNG</b> Associate Professor, UBC Graduate School of Journalism <i>On Launching Canada's New Academic Journalism Platform</i>
3:50 p.m.	<b>CLOSING REMARKS</b>
4:00 p.m.	<b>NETWORKING RECEPTION</b>
5:00 p.m.	<b>RECEPTION WRAPS</b>