

# AGENDA



Wednesday,  
May 15,  
2019

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

**Overview:**  
Through a mix of keynote speakers and mini-case studies from across our three campuses, Field Day 2019 offers U of T communications staff a day of learning, networking and inspiration.

**Co-chairs:**  
Jesse Carliner & Larysa Woloszansky, with special thanks to Jeanette Manuel for her organizational assistance and Scott Baker, Roberta Brown and Raymond Cheah for their design support.

8:00–8:45 a.m.	<b>BREAKFAST &amp; REGISTRATION</b>
8:45 a.m.	<b>DAVID ESTOK</b> Vice-President, University of Toronto Communications (UTC)
8:55 a.m.	<b>SPRING TRAINING</b> <i>Icebreaker #1</i>
9:15 a.m.	<b>U of T CASELET No.1</b> <i>Alumni Reunion — DUA</i>
9:30 a.m.	<b>JODIE GLEAN</b> Anti-Racism & Cultural Diversity Office — University of Toronto <i>How can we advance equity and inclusion in our work as U of T communicators</i>
10:30 a.m.	<b>MINI BREAK</b>
10:45 a.m.	<b>U of T CASELET No.2</b> <i>Strategic Planning — Medicine</i>
11:00 a.m.	<b>U of T CASELET No.3</b> <i>Web Redesign — VPRI</i>
11:15 a.m.	⚡ <b>U of T CASELET LIGHTNING ROUND</b> ⚡
11:25 a.m.	<b>GOING FOR GOLD!</b> <i>Icebreaker #2</i>
11:45 a.m.	<b>LUNCH</b>
12:45 p.m.	<b>ELAMIN ABDELMAHMOUD</b> News Curation Editor — BuzzFeed News <i>How to cut through the noise and identify great stories in a digital environment.</i>
1:45 p.m.	<b>U of T CASELET No.4</b> <i>Podcasting — UTM</i>
2:00 p.m.	<b>CASELET Q&amp;A</b>
2:15 p.m.	<b>DANIEL DALE</b> Washington Bureau Chief — Toronto Star <i>How to build trust in an era of fake news and misinformation</i>
3:15 p.m.	<b>CLOSING REMARKS &amp; NETWORKING RECEPTION</b>