



THE
INNOVATORS SERIES
Melissa Bell, Vox

TUESDAY, NOVEMBER 11

5:30 p.m.

Arrival at GNV Airport

Transfer to Hampton Inn Downtown (Matt Sheehan)

7 p.m.

Dinner in Downtown Gainesville

The Top

WEDNESDAY, NOVEMBER 12

9:45 a.m.

Pick Up at Hampton Inn Downtown

Transfer to University of Florida Campus, Weimer Hall (Ellen Nodine)

10 a.m.

Welcome and Introductions

Ellen Nodine

10:45 a.m.

Tour of Innovation News Center and Media Properties

Matt Sheehan

11:30 a.m.

Brainstorm with Students: Breaking News Debrief

Moderator: Mindy McAdams

AHA! CoLab

12:30 p.m.

Lunch and Brainstorm with Faculty: How to foster entrepreneurship across our college

Moderator: Norm Lewis

INC Conference Room

2 p.m.

Break

2:30 p.m.

Session 1 Roundtable: Psychology of Engagement

Moderator: Ann Christiano

AHA! CoLab

3:30 p.m.

Session 2 Roundtable: Native Advertising

Moderator: Tom Kelleher

AHA! CoLab



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WEDNESDAY, NOVEMBER 12, CON'T

4:30 p.m.

Break

6 p.m.

Reception

Weimer Hall, Second Floor Lobby

7 p.m.

Interview with Melissa Bell, Live and Recorded

Interviewed by Matt Sheehan

8:30 p.m.

Dinner with Dean Diane McFarlin

Downtown Gainesville

THURSDAY, NOVEMBER 13

8:15 a.m.

Pick Up at Hampton Inn Downtown

Transfer to Volta Coffee and Tea (Matt Sheehan)

8:30 a.m.

Farewell Coffee with Dean Diane McFarlin

Volta Coffee and Tea, Downtown Gainesville

9:30 a.m.

Transfer to GNV Airport

10:50 a.m.

Depart GNV Airport