

# MAKING DIGITAL WORK NYC 2010

**When:** 8:30 am – 6:00 pm.  
December 2 – 3, 2010.

**Where:** Art Directors Club Gallery.  
106 W. 29th St. NY, New York 10001

**Cost:** \$2,000 before Nov. 15.  
+ \$250 after Nov. 15.  
20% off groups of 5 or more.

**REGISTER NOW** [HTTP://MAKINGDIGITALWORK.COM](http://makingdigitalwork.com)

---

# WHAT IT IS

This two day session brings together some of the leading digital thinkers and practitioners – from agencies that are totally digital to those in the midst of transformation – in order to share observations, insights, and ideas along with approaches that actually work. The agenda will cover all aspects of what it takes to start thinking and behaving more digitally.

On day one we cover consumer trends, digital strategy, new teams and processes, the evolution of user-experience, a definition of great digital creative, and how to actually build things. The day includes two hands-on work sessions, one that explores our own anxieties and aspirations, and second that challenges us to actually create something digital.

On day two, we cover new agency models and their lessons, the challenges of transforming an organization, the role of technology and how to fuse it with creative, and finally, how to mobilize consumers to participate in new and relevant ways. Again, we'll conduct two hands on work sessions – one that encourages you to think about how you'd change your own organization and a second on ways to inspire consumer participation in digital experiences you create.

When you leave, you'll have a better understanding of the roles, processes and evaluation criteria needed to evolve, both as an individual and as a company.

---

# LEAD INSTRUCTORS

## **Edward Boches**

Chief Creative Officer, Mullen

Edward Boches is one of Mullen's four original partners. Over the last 28 years he has helped define the agency's creative standards, established its public relations group, integrated digital design and production into all of the agency's operations, and launched its growing social media practice. Today he primarily focuses on helping the agency and its clients draw from emerging technologies, cultural movements, social platforms and changing consumer habits to create more effective communication platforms, social experiences and digital utility. In addition to his day job, Edward speaks frequently on industry and consumer trends and how to transform agencies to become more digital. He has a popular Ad Age 150 blog, *Creativity\_Unbound*; serves on the board of directors at Boulder Digital Works, lecturing at its executive workshops; and is also a board member at Spring Partners, makers of the popular Springpad application. You can find him on Twitter @edwardboches and occasionally at <http://thenextgreatgeneration.com>, a crowd-sourced Gen-Y blog that he incubated and continues to support.

## **Matt Howell**

President, Modernista!

Matt has built his career at the intersection between marketing and technology. He arrived at Modernista! via R/GA, where he led the Nike team in its creation of industry-defining products such as Nike+, Nike iD and the Nike Online Store. Previously, he launched an R/GA expansion office in Stockholm, Sweden. Matt began his career in traditional advertising at Ogilvy & Mather in London before transitioning to digital marketing in 1996. Since this time, he has overseen work for clients ranging from AT&T to Sony to Cadillac to Prada. Over his career, Matt's work has taken top honors at Cannes, the One Show, the Clios, and others, and has been featured regularly in Communication Arts and Creativity. He also sits on the Board of Directors at Boulder Digital Works at the University of Colorado, where he is a frequent lecturer. Matt joined Modernista! in 2008 to run the interactive group. His first major action was to dissolve the practice, integrating interactive thinking and execution into the heart of the agency's offering. He stepped into the role of President in 2010.

---

# AUDIENCE

This workshop is designed for people working in client and agency organizations, who are joined in the pursuit of creating relevant, engaging, effective work.

Ideally, this workshop will be attended by members of client and agency teams who are committed to improving both the quality of their relationship and effectiveness of their work.

---

## General target:

(1) Client organizations: marketing officers, brand managers, product managers, public relations executives;

(2) Agencies: account management of all levels, account planners, broadcast producers, interactive producers, and operations / finance officers.

---

## WHAT YOU WILL LEARN

---

- *The complexity of creating marketing and advertising for digital channels*
- *How the new digital landscape affects each step in the agency-side process, including persona development, creative briefs, client-side relationships and the entire production process*
- *How changes in clients' structure and approach can be optimized to simply create better work*
- *The power of employing technology expertise at both the agency and client levels in creating digital concepts*
- *How it all has come together for the industry's leading case studies*

---

## SESSION TOPICS / SPEAKERS

4 hands-on workshop sessions will also take place in between the speaker sessions outlined below.

### Introduction and overview

Edward Boches, CCO, Mullen

### Strategy for the post-digital age

Faris Yakob, Chief Innovation Officer, MDC

### New teams and processes for making digital work

Matt Howell, President, Modernista!

### Shift from designing websites to digital eco systems

Chloe Gottlieb, ECD, Interactive Design, R/GA

### Great digital creative ideas

Michael Tabtabai, Creative Director, Saatchi & Saatchi

### How to actually make stuff

Tim Malbon, Founder, Made By Many

### Panel on new models

Edward Boches, CCO, Mullen  
John Winsor, founder Victors and Spoils;  
Ty Montague, founder Co:  
Ian Schafer, founder Deep Focus

### Role of creative technologist

Scott Prindle, VP/  
Executive Creative Technology Director,  
CP+B

### Propagation Planning

Griffin Farley, Strategy Director,  
BBH

### Making change work

Ale Lariu, SVP, Group Creative Director,  
McCann Erickson

# TESTIMONIALS

---

"The whole experience of going to Boulder was very worthwhile for me. I was very surprised by how energized I was from the whole experience, because quite honestly I can be pretty cynical by nature. It was great being around so many talented people, not just the panel but the attendees as well. You couldn't help but get inspired and excited about advertising and where it is headed. I really enjoyed what the panel presented as well as the subsequent discussions that took place. It was two days of critical thinking and sharing of various viewpoints. Everyone that is in advertising should be exposed to this workshop and I can only hope that I will have the opportunity to experience it again."

**Shayan Amir-Hosseini**  
Integrated Account Supervisor  
Saatchi & Saatchi LA

"The session was terrific. I come from the digital network operating side of things and found the two day session very interesting and worthwhile. Hearing from those actively involved in using new media was the best way to understand its challenges and opportunities. Thank you for a terrific session—I have already recommended it to my friends and colleagues."

**Virginia Cargill**  
Venture Partner  
Alerion Partners

"I was part of the Making Digital Work sessions and I was surprised to see the amount of intellectual digital mind power that was generated. The presentations were excellent and the discussions even better. I was glad to see we're not alone on the debate of where the industry is going and the challenges it faces. Congratulations to Matt, David and the rest of team for a great effort that will only raise the bar of the work out there."

**Francisco C. Cárdenas**  
Director General Creativo  
Lead2Action

"I had an amazing experience...it was everything I hoped for an more. I really enjoyed the variety of perspectives of the speakers, the examples they brought to the table, and how over the course of the two days, the content built in layers to complete the cycle of the creative process. The examples/case studies were extremely helpful to see how the power of digital media really works and was certainly inspiring. The talk about the restructuring of the agencies and the creative brief was really interesting - and the creative technologist was an eye-opening discussion. I can't wait to join in for more of these conferences!...and to tapping into these connections to bring to my classroom!"

**Meryl Blau**  
Creative Advertising Lecturer  
University of Miami