

REUNITE REINVENT RECHARGE

PROVIDENCE, RI & VIRTUAL

SUNDAY, OCTOBER 16

- 9 am Registration Open
 - 9 am-5 pm Partner Setup
 - 11 am Providence Walking Tour
 - 2 pm Rhode Island School of Design (RISD) Museum
 - 5 pm President's Reception
- All Providence attendees are welcome to attend

MONDAY, OCTOBER 17

- 8 am Registration Open & Open Breakfast
- 9 am **REUNITE** President's Welcome, Chair Welcome, Introductions (L)
- 9:30 am **REINVENT** Panel Discussion –
REACHING NEW AUDIENCES WITH NEW CREATIVE APPROACHES (L)
- 10:15 am Break
- 10:30 am Partner Sharing Session/Interviews (L)
- 11:30 am New Member Intros/Charge (L)
- 12:15 pm Networking Lunch
- 1:15 pm **REIGNITE** NEW CONTENT CREATIVE TRENDS (L)
- 2 pm **RETHINK** INTRO TO HUMAN CENTERED DESIGN (HCD) with Sarah Moran,
Stanford University design methodology (L)
- 3 pm Break
- 3:15 pm **REIMAGINE** Workshop – HANDS-ON CREATIVE ACTIVITY USING HCD (L)
- 4:15 pm Housekeeping (L)
- 4:30 pm Break
- 5 pm Transportation to RISD
- 5:30-7 pm CMMA Bijou Content Experience – Live from RISD in Providence (L)

TUESDAY, OCTOBER 18

- 8 am Registration Open & Open Breakfast
 - 9 am Introduction to Day 2 (L)
 - 9:10 am **REDISCOVER** Member Case Studies – NEW TRENDS IN TECHNOLOGY (L)
 - 10 am Break
 - 10:15 am Partner Sharing Session/Interviews (L)
 - 11:15 am **RECONNECT** Speaker: Todd Henry – HOW TO MANAGE A CREATIVE TEAM (L)
 - 12 pm Networking Lunch
 - 1 pm **RESHAPE** Speaker/Panel – NEW MEDIA JOBS (L)
 - 1:45 pm **REALIGN** Breakout discussions – MANAGEMENT FORUM (L)
 - 2 pm Break
 - 2:15 pm **REGROUP** MEMBER-ONLY MEETING (L)
 - 3 pm **REVIVE** Member Case Study – PROFESSIONAL DEVELOPMENT (L)
 - 4 pm Closing Remarks (L)
 - 5:30 pm CMMA President's Closing Reception and Dinner
- All Providence attendees are welcome to attend

(L) = STREAMED LIVE

The in-person registration fee includes hors d'oeuvres and libations at the Opening Reception on Oct. 16th, breakfast and lunch on both Oct. 17th & 18th, snacks and beverages at official breaks during the plenary sessions, snacks and beverages at the Bijou Content Showcase on Oct. 17th, and drinks and dinner at the President's Dinner on Oct. 18th.