

# 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