



BIG IDEAS BIG ACTION

2.2.10 @ THE WOOLLY MAMMOTH THEATRE IN DC

What is BIBA?

BIBA (Big Ideas Big Action) is a conference - sort of. Sure, technically BIBA is a conference. But it's way more than that. BIBA is a place for big brains to explore big ideas and plan for big action. It's one day you won't want to miss.

Who is behind BIBA?

BIBA was created by [iStrategyLabs](#) - a DC/NYC/SF-based digital word of mouth agency - for the sole purpose of helping people understand how to create new and important ideas and bring them to life. BIBA is co-hosted by [FedScoop](#) - a full-service government media and marketing company, specializing in government IT.

Who are the sponsors?

BIBA has been made possible by the generosity of our platinum sponsors Intel, Microsoft, and Citrix. Other sponsorship tiers are available. Please contact dj@istrategylabs.com for more details.

What else should I know?

The participants at BIBA will help you build something new, or refresh something old. You can attend, but you must share ideas and plan for doing something that matters.

You will leave excited, invigorated, and connected to a group of people that will support your .com, .gov, and/or .org initiative. This is an event that will help train you to think creatively, generate new ideas for your business/organization, and bring those ideas to life.

How do I register and what is the cost?

1. You can register to attend at <http://biba.eventbrite.com>. Tickets are \$100.
2. .Gov, .Mil, .Edu and .Org employees can attend for free. Please use the waiting list ticket and we'll release these tickets whenever possible.



Contact: dj@istrategylabs.com with any questions related to BIBA you might have. Visit www.gobiba.org!



What's the format?

The Morning

The morning of BIBA is meant to teach and inspire you. You'll hear about some "Big Ideas in the Wild" - these are stories of real doers who've brought something new to life and changed the world. You'll also learn how Ideation (the act of creating ideas) works, and how to take raw ideas and shape them into robust concepts. The idea-focused sessions will be followed by "Big Action Planning" sessions meant to help provide insight into project planning, budgeting, and management approaches for digital and physical projects.

Lastly, participants from Intel and Microsoft will share with us their own internal innovation methods that help their companies remain at the forefront of the tech industry. By lunch time, you'll be jumping out of your seat, ready to start sketching your ideas, concepts, and action plans with fellow BIBA participants.

The Afternoon

This is where the rubber meets the road. We're going to split the massive and elegant Woolly Mammoth Theatre space into distinct sectors where participants focused on .com, .org/.edu, or .gov initiatives can collaborate together. You'll also use a sticker to indicate if you're generally an 'idea generator' or 'idea needer' - this method will let people find one another to help them think through specific issues and build new ideas, concepts, and action plans.

Mid-afternoon, you'll check back in with the group in the main theatre - presenting initial concepts and connecting with new collaborators who will help you during the rest of the conference, and beyond.

By 5pm, we'll be a bit exhausted, but those ready for a second wind will venture out into Chinatown for happy hour and/or to grab a bite to eat.

[The full schedule is on the following page]



What's the schedule and roster of speakers?

<h1>The Content @ BIBA</h1>	
8AM - Breakfast, Networking, Intro	Eat, Meet and Intro to BIBA
Intro by: Peter Corbett, CEO, iStrategyLabs	
9AM - Big Ideas in the Wild	3x10 min talks by people who've brought big ideas to life, followed by 20 min Q&A.
Speakers: TBD	
10AM - Ideation & Concepting Strategy	2x15 min sessions on how to create new ideas and shape full blown concepts. Followed by 20 min discussion and 10 min break.
Speakers: TBD	
11AM - Innovation @ Intel & Microsoft	2x10 min presentations on internal innovation methods used by Intel & Microsoft. Followed by 10 min Q&A
Speakers: TBD	
11:30AM - Big Action Planning	2x20 min sessions on project planning, budgeting, and management approaches for digital and physical projects. Followed by 20 min Q&A
Speakers: TBD	
12:30PM - Lunch	Eat and Meet
1PM - Big Brainstorming	Space is segmented into .gov, .org, and .com zones. Providers of ideas are matched with needers of ideas. Idea generation ensues.
2:30PM - Big Feedback	Individuals and teams crystallize their ideas into concepts for expression back to the group for feedback.
4PM - Big Connections	Those who want to collaborate moving forward are matched - plans are made for bringing new ideas to life.
5PM - Closing	We say goodbye and/or grab drinks!

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