



**Big Ideas and Big Action -  
that's what BIBA is about.**

**Here's what to expect...**

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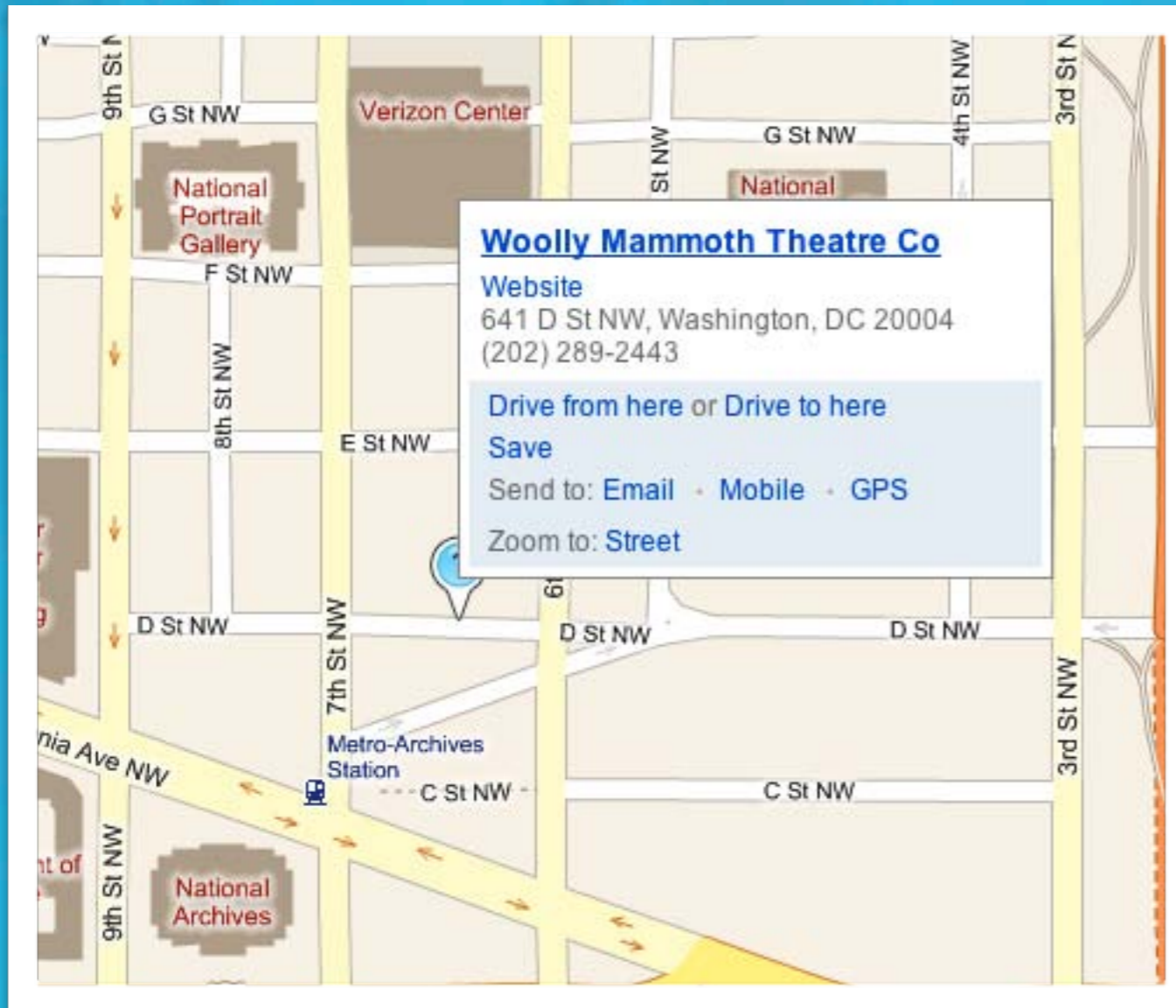
**WASHINGTON**  
MAGAZINE LIFE

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.

Your fellow 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, .edu 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.



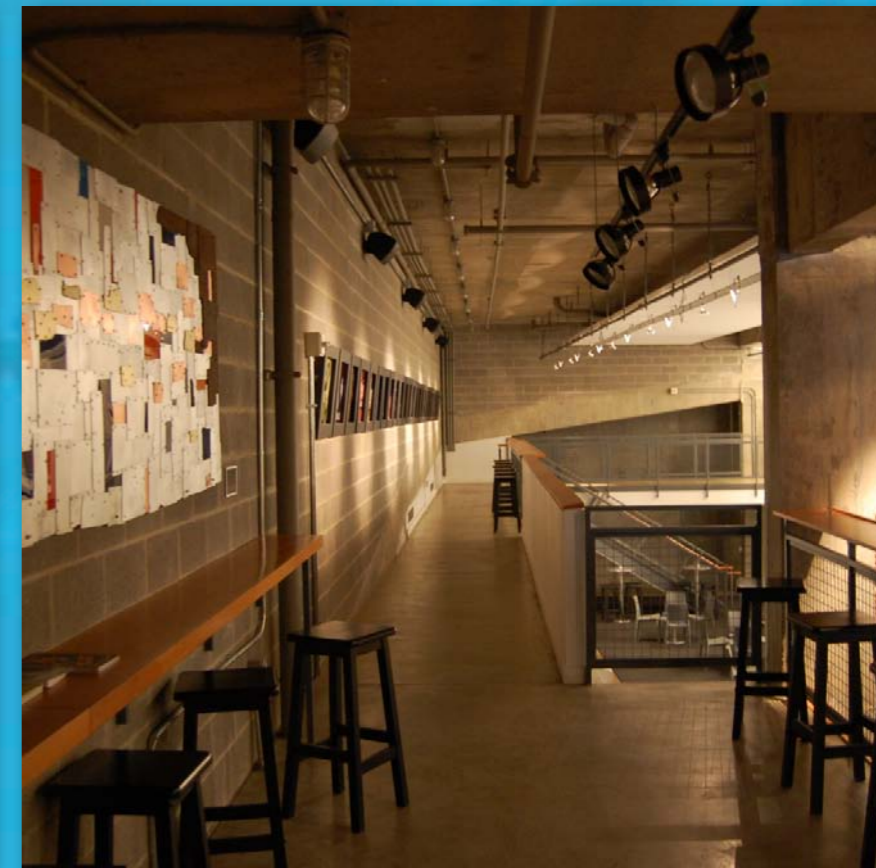


BIBA will take place at the Woolly Mammoth Theatre in DC's Chinatown district. Woolly's dynamic 265-seat "transparent theatrical laboratory," designed by award-winning architect Mark McInturff is an à propos venue for this coming together of creative and strategic minds.

Map Link: <http://bit.ly/aebRdd>



# The Space



## The Content @ BIBA

**8AM - Breakfast, Networking, Intro** Eat, Meet and Intro to BIBA by Peter Corbett

**8:55 - Welcoming intro by Peter Corbett, CEO, iStrategyLabs**

**9AM -  
Big Ideas in the Wild**



Andy Carvin (Sr. Social Media Strategist, NPR) will discuss his work on Twitter Vote Report and ways to achieve real-time situational awareness during big news events.



Philippa Hughes (Chief Creative Contrarian, The Pink Line Project) is the de facto creative connector in DC. She'll discuss her work as a community leader, and her vision for a brighter future for artists in our region.

**10AM -  
Ideation & Concepting  
Techniques**



Peter Corbett (CEO, iStrategyLabs) will share the methods he uses to generate fresh ideas, and birth innovative campaigns from crystal clear concepts.

**10:45AM - Coffee Break**

**11AM -  
Innovation Methods  
by Intel & Microsoft**



Dr. Mark Drapeau (Dir. Innovative Social Engagement, Microsoft) will discuss how social technology influences human behavior, and how business can harness it for public diplomacy.



Nigel Ballard (Dir. Federal Marketing, Intel) will discuss how Intel approaches innovation from a product development perspective.

**11:30AM -  
Big Action Planning**



Tim O'Shaughnessy (CEO, LivingSocial) will discuss how his company plans for product virality in context of social software development.



Steve Moore (CEO, Washington DC Economic Partnership) will discuss his plan for transforming the H Street NE corridor as an urban laboratory for new business, artists and events.

**12:30PM - Lunch**



|                                |  |
|--------------------------------|--|
| <b>1PM - Big Brainstorming</b> | Space is segmented into .gov, .org, and .com zones. Providers of ideas are matched with needers of ideas. Idea generation ensues.                |
| <b>3PM - Big Concepts</b>      | Individuals and teams crystalize their ideas into concepts for expression back to the group for feedback. 3-3:30 video idea capture takes place. |
| <b>4PM - Big Feedback</b>      | People move back into the main theater to present and view concepts.   |
| <b>5PM - Big Connections</b>   | Those who want to collaborate moving forward are matched - plans are made for bringing new ideas to life.  |



In order to generate new, compelling ideas you need to be having fun. In that spirit, we're bringing in some tools to help you get creative.



**#gobiba** is the tag for  
all social media



See you at **8am sharp**  
on Tuesday 2.2.10!

