

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
Friday, 9/23			
7:00 a.m.	Network01	Informal Breakfast Gatherings: Meals at participants own expense.	Coffee Shops and Restaurants throughout town
8:30 a.m.	General01	Welcome to the World of Mobile Social Networking: In this general session, we'll take a look at the broad landscape of social networking and how people are using it in mobile settings with mobile devices.	The County Theater
9:45 a.m.	Network02	Coffee and Networking: Meals at participants own expense.	Coffee Shops and Restaurants throughout town
10:15 a.m.	BREAKOUT SESSION 1		
	Breakout1A	Choosing Your Mobile Social Device: In this session, we'll take a look at the latest gadgets to help you connect on the go. It may become a bit irreverent as the iPhone fans and the Droid fans square off!	The County Theater
	Breakout1B	Today's Career Advantage – Mobile Social Networks: For people looking for a job or looking to return to the workforce after raising children, this session will help participants learn to get and stay connected while on the go.	The County Theater
	Breakout1C	The Business Case for Mobile Social Marketing: Everyone's excited about Facebook, Twitter, Foursquare and other social marketing platforms. What's the business benefit for Mobile Social? Is it the right thing for your business?	Location TBD
	Breakout1D	Telling Social Stories: Learn to communicate more effectively in words, photographs, videos and audio messages using today's mobile social tools – devices, apps and platforms.	MOMs, Maxwell's on Main
	Session1E	Preparing to Communicate with Mobile Social Media During Emergencies: Emergency services personnel and interested citizens will explore opportunities to create strategies and infrastructure now that can help them send and receive vital information with the public via mobile social networks in the event of emergencies.	Doylestown Fire House
	Session1F	Finding Local Foods with Mobile Social Networks: Doylestown has a rich local food culture, with many wonderful resources from local farms, farm markets and producers. This session will help participants learn how find great food to take home and eat at local restaurants.	Bucks County Boy Scout Council Board Room.
	Session1G	Geeks Share: Technically oriented participants will have the opportunity to talk about the coolest mobile social apps.	Saxby's Conference Room
11:45 a.m.	Network03	Lunch: Connect with other conference participants at restaurants around town for networking and roundtable discussions of topics that interest you. Meals at participants own expense.	Restaurants throughout town

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
1:30 p.m.		BREAKOUT SESSION 2	
	Breakout2A	Mobile Social App Roundtable: This collaborative session will begin with the facilitator sharing some of the most interesting mobile social apps, followed by open discussion and sharing of apps by all participants.	Bucks County Boy Scout Council Board Room.
	Breakout2B	Parents and Kids Play with Mobile Social: Parents of little ones will enjoy this fun session to learn more about connecting with other families, events and resources through mobile social networks. Bring the kids – they will have fun, too!	Busy Bee Toys
	Breakout2C	Personal Safety Awareness for Mobile Social Users: Every person is responsible for his or her own safety at all times. When you're out and about, what personal safety issues should you consider?	Doylestown Fire House
	Breakout2D	What's Brewing, What's Cooking with Mobile Social: Beer lovers will enjoy this session where they will not only learn about mobile social apps related to the world of beer, but also get to taste some brews and share their impressions with others via their social networks. Requires additional \$10 fee payable onsite.	MOMs, Maxwell's on Main
	Breakout2E	Mobile Social Collaboration on the History of Doylestown: Participants will take a walking, talking, tweeting, shooting (video and still photos) tour of Doylestown, exploring local history and sharing their experiences via social networks.	Meet outside of County Theater, and then walk throughout town.
	Breakout2F	Connecting with Your Family and Friends on the Go: What's more social than your family? Learn how busy families can coordinate calendars, schedules and activities with Google Calendar and a variety of apps.	Saxby's Conference Room
	Breakout2G	Mobile Social Platform Wars: Which is the best platform for developers who want to make the best apps? Where are the customers now and where will they be tomorrow?	Location TBD

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
3:15 p.m.		BREAKOUT SESSION 3	
	Breakout3A	Parents, Teens & Mobile Social Scenes: This collaborative session will begin with the facilitator sharing some of the most interesting mobile social apps, followed by open discussion and sharing of apps by all participants.	Bucks County Boy Scout Council Board Room
	Breakout3B	Mobile Social Dating: This informative session is designed to help eligible singles tap into the mobile social dating scene with apps, platforms and networks they may find valuable.	Location TBD
	Breakout3C	The Mobile Social Connected Workforce: How are businesses today using mobile social networks to enable better collaboration and more business? We'll look at opportunities for businesses on the go.	MOMs, Maxwell's on Main
	Breakout3D	Emergency Alerts for Mobile Social Users: When weather threatens, a child is missing or an emergency is occurring, mobile users can tap into text alerts and mobile social networks to get vital information and help others in the community.	Doylestown Fire House
	Breakout3E	Mixing It Up with Mobile Social Networks: Looking for interesting concoctions, the best drinks in town, and the best bartenders to fix the mix? In Mixology with a social twist, you'll explore drink apps, social networking opportunities with friends and people you've yet to meet, and learn how to find the best places, faces and spaces to enjoy the evening. Requires additional \$10 fee.	Location TBD
	Breakout3F	Mobile Social Collaboration on the History of Doylestown: Participants will take a walking, talking, tweeting, shooting (video and still photos) tour of Doylestown Cemetery, exploring local history and sharing their experiences via social networks.	Meet outside of MOMs, Maxwell's on Main, and then walk to the cemetery.
	Breakout3G	Mobile Social App-Off, Round 1: Creators of mobile social apps are invited to share their apps designed to help mobile users connect. This will be the first of three sessions, designed to crown a winner by the time we get to the final round on Saturday.	Location TBD
4:30 p.m.	Network04	<i>Beverages, Food and Networking:</i> Meals and beverages at participants own expense.	Coffee Shops, Bars and Restaurants throughout town

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
Saturday, 9/24			
7:30 a.m.	Network05	Informal Breakfast Gatherings: Meals at participants own expense.	Coffee Shops and Restaurants throughout town
9:00 a.m.	General02	Welcome to the World of Mobile Social Networking: In this general session, we'll take a look at the broad landscape of social networking and how people are using it in mobile settings with mobile devices.	County Theater
10:15 a.m.	BREAKOUT SESSION 4		
	Breakout4A	History of Doylestown via Mobile Social Networkers: The work of participants in Friday's History sessions will be seen on the big screen of The County Theater. This will be informative not only about Doylestown, but also about what can be accomplished by mobile social people.	County Theater 1
	Breakout4B	Cover All the Basics, Please! For those just getting started with the whole mobile social networking scene, this session will be invaluable. As the title says, you'll get the basics in one action-packed session.	Bucks County Boy Scout Council Board Room
	Breakout4C	Wardrobe Make Over for the Mobile Social Man: Two brave souls will show their before and after wardrobes, live. Participants will be able to share commentary in form of messages, photos and video on Facebook, Twitter, Foursquare and other social platforms.	Location TBD
	Breakout4D	Discover the World of Mobile Social Health & Exercise Apps: When you're out and about, exercising and enjoying yourself what apps can you use to help you be healthier? In this session, you'll hear about some apps you may wish to use, and show you how you can tap into social networks for health and wellness.	Doylestown Fire House
	Breakout4E	Foodspotting – Showing off Your Meal: Foodies love Foodspotting – the App and the practice of taking photos of your meal and “sharing” it with your friends in your social networks. We'll cover all the bases and look at some wonderful dishes.	MOMs, Maxwells on Main
	Breakout4F	Mobile Social App Off Round 2: Creators of mobile social apps are invited to share their apps designed to help mobile users connect. This will be the second of three sessions, designed to crown a winner by the time we get to the final round Saturday afternoon.	Saxby's Conference Room
11:45 a.m.	Network06	Lunch: Connect with other conference participants at restaurants around town for networking and roundtable discussions of topics that interest you. Meals at participants own expense.	Restaurants throughout town

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
1:30 p.m.		BREAKOUT SESSION 5	
	Breakout5A	Mobile Social Networking for the Book Worm in All of Us: Can't dream of being stuck at a doctor's office without a good book to read? Learn the best ways to always have a book with you wherever you go, gather recommendations on good reads from your friends and contacts in the social network, and share the reading experience in real-time as you dive into the latest greatest books.	Location TBD
	Breakout5B	Legal Issues for Mobile Social Businesses: For businesses that want to be mobile social enabled, what are the legal issues they should be aware of?	Bucks County Boy Scout Council Board Room
	Breakout5C	Personal Safety Awareness for Mobile Social Users: Every person is responsible for his or her own safety at all times. When you're out and about, what personal safety issues should you consider?	Doylestown Fire House
	Breakout5D	Chocolate – It's Mobile AND Social!: Kids love chocolate, and so do adults! In this interactive children's program at Doylestown's Raymer's Homemade Candies, 15 children and their accompanying adults will explore the chocolate-making experience. While kids get the hands-on opportunity to make candy, adults can document the experience in pictures, videos and text, and then share them on their favorite social networks. Adults must be registered for Doylestown Connects, and then call Raymer's directly at (215) 348-7688 to register kids. Fee of \$15 per child must be paid directly to Raymer's via credit card to reserve space. Space limited to first 15 paid children.	Raymer's Homemade Candies
	Breakout5E	Mobile Social App Off Finals: Creators of mobile social apps are invited to share their apps designed to help mobile users connect. This will be the final of all three sessions, where the golden widget will be awarded to the top app.	Saxby's Conference Room
	Breakout5F	Art & Culture in the Mobile Social World: Participants will be encouraged to share their real-time impressions of the Mercer Museum and The Michener Museum with text, audio, video and still photography (where permitted) via the Doylestown Connects App and other mobile social platforms. Admission fees to the museums are required for entrance and will be paid directly to the facilities at their registration desks by participants.	Meet at front of Mercer or Michener Museums

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
1:30 p.m.		BREAKOUT SESSION 6	
	Breakout6A	Mobile Social App Roundtable: This collaborative session will begin with the facilitator sharing some of the most interesting mobile social apps, followed by open discussion and sharing of apps by all participants.	Bucks County Boy Scout Council Board Room
	Breakout6B	Emergency Alerts for Mobile Social Users: When weather threatens, a child is missing or an emergency is occurring, mobile users tap into text alerts and mobile social networks to get vital information and help others in the community.	Doylestown Fire House
	Breakout6C	Art & Culture in the Mobile Social World: Participants will be encouraged to share their real-time impressions of the Mercer Museum and The Michener Museum with text, audio, video and still photography (where permitted) via the Doylestown Connects App and other mobile social platforms. Admission fees to the museums apply and can be paid directly to the facilities at their registration desks.	Meet at front of Mercer or Michener Museum
	Breakout6D	Pics on the Go: If you're just getting started with taking and sharing photos while you're on the go, this is a good session for you. It will cover using cell phone cams and other digital cameras, as well as photosharing apps and sites.	Location TBD
	Breakout6E	Mobile Social Marketing Basics: Business owners and professional will learn how they can use mobile social networking strategies, apps and sites to connect more effectively with customers.	MOMs, Maxwells on Main
	Breakout6F	Choosing Your Mobile Social Device: A look at the latest gadgets to help you connect on the go. It may become a bit irreverent as the iPhone fans and the Droid fans square off!	Location TBD
	Breakout6G	Wine Tasting with Mobile Social: Wine lovers love to share, and what better way than to connect the folks in your social network directly into this wine tasting event? Participants will taste and post with Michael Conti, Bucks County's Premier Wine Educator. Additional Fee of \$15 required.	Bobby Simone's Loft Bar
	Network07	Beverages, Food and Networking: Meals and beverages at participants own expense.	Coffee Shops, Bars and Restaurants throughout town
4:30 p.m.			

Doylestown Connects Agenda

September 4, 2011

Date	Session Number	Activity	Location
Sunday, 9/25			
9:00 a.m.	Network08	<i>Informal Breakfast Gatherings</i> : Meals at participants own expense.	Coffee Shops and Restaurants throughout town
		Based on the experiences of the previous two days, participants are encouraged to meetup with friends to enjoy a glorious late September day. The Doylestown Connects App will be live throughout the day to help people connect. Look for some spontaneously organized meetups depending on interests of the group – a leisurely early morning breakfast with friends, a great brunch at one of our local establishments, a movie at The County Theater followed by coffee or drinks, the spirituality of social networking at a local place of worship, a jog or bicycle ride through town with new-made friends from the day. Stay tuned – because anything can happen when Doylestown Connects.	