



MOVEMENTS.ORG

ALLIANCE for YOUTH MOVEMENTS

TUESDAY, MARCH 9

- 1745 – 1800 **Buses depart for Google Headquarters**
Location: Lobby at Intercontinental Hotel
- 1830 – 2030 **Reception at Google Headquarters**

WEDNESDAY, MARCH 10

Location: Intercontinental Hotel, Ballroom (M Level)

- 0730 – 0810 **Breakfast**
- 0815 – 0900 **Introduction: David Nassar, Executive Director, Alliance for Youth Movements (AYM)**
- 0900 – 0930 **Keynote: Jeremy Gilley, Founder and Chairman, Peace One Day**

Introductions by: Roman Tsunder, President and Founder, Access 360 Media, Inc; Co-Founder, AYM

Topic: Towards Global Community? Envisioning a World Without Conflict
- 0930 – 1025 **Seizing the Moment: Responding to Crises and Mobilizing Around Key Events**

Moderator:
Jared Cohen, Policy Planning Staff, U.S. State Department

Panelists:
James Eberhard, Mobile Accord
Lily Mazahery, Mazahery Law
Juliana Rotich, Ushahidi
Russell Dubner, Edelman
Austin Heap, Censorship Research Center
- 1025 – 1040 **Break**
- 1040 – 1110 **Keynote: Scott Heiferman, Co-Founder and CEO, Meetup**

Introductions by: Jason Liebman, Founder and CEO, Howcast; Co-Founder and Board Member, AYM

Topic: Taking 21st Century Movement-Making to the Next Level

1110 – 1200

Building Community: How Content and Conversation Drive Action to Diminish Violence

Moderator:

Kristen Morrissey, Principal, New Business Development, Google

Panelists:

Matthew McGregor, Blue State Digital

Chris Sarette, Invisible Children

Aashika Damodar, Survivors Connect

Juan Zarate, CBS News

1200 – 1315

Lunch followed by Keynote

Keynote: Joe Rospars, former New Media Director for Obama for America; Founding Partner of Blue State Digital

Topic: It's About Relationships: Building Movements for Change

Location: Ballroom 2

1325 – 1410

Breakout Session 1

Group 1: Turning Video into Tangible Action

Expert: Ramya Raghaven, YouTube

Facilitator: Levi Felix, Causecast

Featured Fellow: Chris Sarette, Invisible Children

Location: Ballroom 1

Group 2: Turning Social Networks into Real Community

Expert: Sophy Silver, UK PR Manager, Facebook

Facilitator: Kaylee Hartung, CBS Nightly News Featured

Featured Fellow: Marioliva Gonzalez, Taking IT Global

Location: Leadenhall Room

Group 3: How to Create Content and Conversation that Drives Action

Expert: Sam Graham-Felsen, AYM

Featured Fellow: Esra'a Al Shafei, Mideast Youth

Location: Grays Room

Group 4: Overall Tactics for Raising Awareness

Expert: Sam Jeffers, Blue State Digital

Facilitator: Ceren Kenar, Young Civilians & Nora Salim, AYM

Featured Fellow: Brian Center, A Better LA

Location: Marylebone & Petticoat Rooms

1420 – 1510

Breakout Session 2

Group 1: Crowdsourcing: User-Generated Content to Engage Community, Gather Information, and Launch Action Online

Expert: Ian Schuler, National Democratic Institute

Facilitator: Ari Wallach, studioBenZion

Featured Fellow: Ken Banks, Kiwanja/FrontlineSMS

Location: Ballroom 1

Group 2: Generating Information to Monitor Violence

Expert: James Eberhard, Mobile Accord

Facilitator: Will Dobson, Journalist

Featured Fellow: Juliana Rotich, Ushahidi

Location: Leadenhall Room

Group 3: How to Grow and Sustain Your Email and Texting Lists Through Narrative and Engaging Action

Expert: Joe Rospars, Blue State Digital

Facilitator: Kristen Morrissey, Google

Featured Fellow: Joel Braunold, One Voice Movement

Location: Grays Room

Group 4: Online to Offline and Back Again: An Overall Look at Building Community

Expert: Michael Slaby, Tomorrow Ventures

Facilitator: Sam Graham-Felsen, AYM

Featured Fellow: Martha Bixby, Save Darfur

Location: Marylebone & Petticoat Rooms

1510 – 1525

Break

1525 – 1615

Breakout Session 3

Group 1: Using Data to Track your Community: Building Long-Term Campaigns That Are Ready for Action

Expert: Chris Atwood, Salesforce Foundation

Facilitator: Erin Mazursky, AYM

Featured Fellow: Chris Sarette, Invisible Children

Location: Ballroom 1

Group 2: Effective Strategies for Mobile Content to Increase Empowerment

Expert: Ken Banks, Kiwanja/FrontlineSMS

Facilitator: Ian Schuler, National Democratic Institute

Featured Fellow: Aashika Damodar, Survivors Connect

Location: Leadenhall Room

Group 3: Tech Solutions to Repressive Regimes

Expert: Michael Slaby, Tomorrow Ventures

Facilitator: Will Dobson, Journalist

Featured Fellows: Kim Pham, AccessNow & Austin Heap, Censorship Research Center; and Lily Mazahery, Mazahery Law

Location: Grays Room

Group 4: Broader Focus: Engagement Tactics for Action

Expert: Michael Davidson, Gen Next

Facilitator: Roman Tsunder, Access 360 Media

Featured Fellow: Michael Evans, Full Court Peace

Location: Marylebone & Petticoat Rooms

- 1615 – 1625 **Presentation Carol Pineau, Curator - Conflict Conversation, The World Bank**
Location: Ballroom 1
- 1625 – 1645 **Skype Conversation: Jack Dorsey, Co-founder and Chairman of Twitter; CEO of Square**
- 1645 – 1745 **Break**
- 1745 – 1810 **Buses Depart for Reception**
Location: Lobby Intercontinental
(Last bus departs 1810 – must bring photo ID)
- 1900 – 2030 **Reception at Home of U.S. Deputy Chief of Mission**
- 2100 **Post-Reception Gathering (Optional)**
Location: TBD

THURSDAY, MARCH 11

- 0745 – 0845 **Breakfast at leisure**

Location: Intercontinental Hotel Ballroom (M Level)

- 0855 – 0900 **Morning Announcements: David Nassar, AYM**

- 0900 – 0930 **Keynote: Sir Martin Sorrell, CEO and founder, WPP Group**

Introductions by: Roman Tsunder, President and Co-Founder Access 360 Media; Co-Founder, AYM

- 0940 – 1040 **The Next Step: The Development of Tools for Your Campaigns**

Group 1: Online Video

Expert: Ramya Raghavan, YouTube & Levi Felix, Causecast

Facilitators: Ian Schuler & Aaron Azelton, National Democratic Institute & Erin Mazursky, AYM

Location: Ballroom 2

Group 2: Community Building

Expert: Joe Rospars, Blue State Digital
Facilitator: Sam Graham-Felsen, AYM
Location: Ballroom 1

Group 3: Mobile: Data, Content & Mapping

Expert: Michael Slaby, TomorrowVentures
Facilitator: David Nassar, AYM
Location: Grays Room

1040 – 1100

Break

1100 – 1200

The Next Step – The Development of Strategies for Your Campaigns Part Two

Group 1: Online Video

Expert: Ramya Raghavan, YouTube and Levi Felix, Causecast
Facilitators: Ian Schuler & Aaron Azelton, National Democratic Institute & Erin Mazurksy, AYM
Location: Ballroom 2

Group 2: Community Building

Expert: Joe Rospars, Blue State Digital
Facilitator: Sam Graham-Felsen, AYM
Location: Ballroom 1

Group 3: Mobile: Data, Content & Mapping

Expert: Michael Slaby, TomorrowVentures
Facilitator: David Nassar, AYM
Location: Grays Room

1210 – 1310

Lunch

Remarks: Farah Pandith, Special Advisor to the Secretary of State on Muslim Affairs, U.S. State Department

Remarks: Ari Wallach, Founder, Studio BenZion

1320 – 1420

Discussion: Next Steps for AYM

Led by: David Nassar, AYM
Location: Ballroom 1

1420 – 1435

Concluding Remarks: David Nassar, AYM