

2011 YOUNG CREATIVES SUMMIT Proudly Presented By **updayton.**
FRIDAY, APRIL 15 Register NOW at **www.updayton.com**

The 2011 Young Creatives Summit is **YOUR OPPORTUNITY** to make **YOUR VOICE** heard on issues that matter to you, to build **YOUR NETWORK** of personal and professional contacts and champion **YOUR CAUSES.**

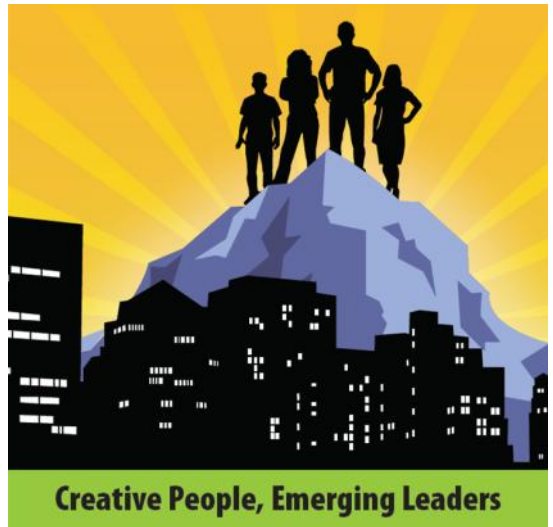
- Participate in breakouts to get involved with new projects targeting diversity, jobs, nightlife/entertainment and neighborhoods.
- Access expert advice from key business, government and community leaders on everything from social media, to personal branding, to leadership development.
- Exclusive access to the After Party and Networking Event at the Excelsior Lofts. Complimentary beer and food provided.

**If one moment can change everything,
 what can one afternoon do?**

Title Sponsor:



The 2011 Young Creatives Summit



Creative People, Emerging Leaders

Summit Agenda — April 15th

Dayton Convention Center

2:30 – 3:00 p.m. – *Arrival and Check In:* Mix, mingle and network with other attendees and event sponsors.

3:00 p.m. – *Welcome & Introduction:* Get a brief overview about the Summit and how you can affect change in the Dayton region. Sponsored by the Southwestern Ohio Council of Higher Education (SOCHE).

3:30 – 4:30 p.m. – *Breakouts:* Gather with other attendees into one of four groups to generate ideas and action plans on improving nightlife, diversity, neighborhoods and job access in Dayton.

4:40 – 5:20 p.m. – *Workshops:* Gain skills and access expert advice, tools and resources on how to take an idea from concept to reality. From the latest in social media to getting through the red tape of the government, industry experts will tell you what works and what doesn't. Sponsored by the Dayton Development Coalition and the Dayton Business Journal.

5:30 – 6:00 p.m. – *Summit Town Hall:* Ideas from the breakouts are presented and you get to use "updayton dollars" to invest in the best ideas. The top four will become a part of the 2011 action plan, which will be launched within weeks after the summit.

Immediately Following – *Summit After-Party:* We've worked hard, now it's time to play hard! Networking, entertainment and hanging out with friends will be the only requirements at this event. Complimentary beer and food awaits you at the Excelsior Lofts in the Oregon District. Admittance is FREE with your Summit lanyard. Sponsored by DaytonMostMetro, Brixx Ice Co. & Bonbright.

Updayton thanks the following Young Creatives Summit sponsors:

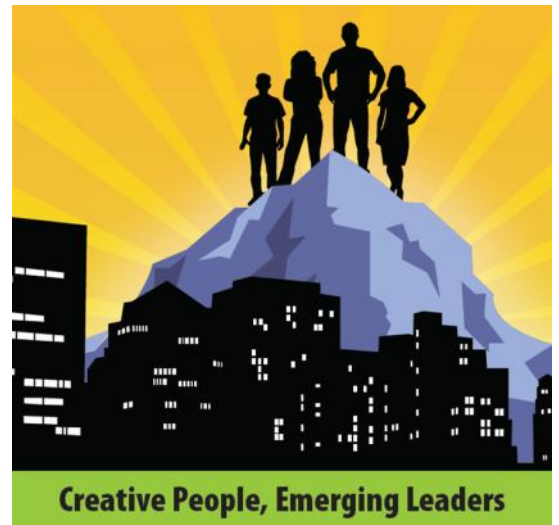
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Summit Breakouts

Coming together to build a better Dayton

Past Summit participants have played an integral role in creating and executing community projects that have taken root and flourished in the Dayton Region. This year participants will partner with existing organizations to build upon efforts already moving the needle on issues important to YOU. Each breakout will focus around a specific project that needs YOUR creative brainpower, fresh ideas and positive energy. Review the sessions, find your passion and get plugged in.



Nightlife and Entertainment: *First Friday Downtown*

Partner organization: *Downtown Dayton Partnership*

The Downtown Dayton Partnership (DDP) hosts First Friday, a free event held the first Friday of every month at galleries, restaurants and various entertainment venues throughout downtown Dayton. This after-hours event draws hundreds of people, young and old, from every corner of the City. There is literally something for everyone. At the Summit attendees will join with the DDP to devise ideas for how we can help grow the First Friday line up. The DPP organizes this event for people like YOU; don't miss this chance shape it.

Diversity: *Welcome To Dayton!*

Partner organization: *Human Relations of Council of the City of Dayton*

Every year, thousands of people immigrate from around the globe to Dayton. More and more Mexicans, Africans, Haitians, Russians, Iranians and many other cultures are calling Dayton home. To make the transition easier and celebrate our diversity, the City of Dayton is launching a new effort to make Dayton a more welcoming place for people of all cultures. Summit attendees will be involved on the ground floor of this initiative, helping lay the foundation for this project. YOU could lead the charge to make Dayton a place known world-round for being a city where diversity is welcomed, valued & celebrated.

Jobs: *InternshipConnectionDayton*

Partner organization: *SOCHE (Southwestern Ohio Council of Higher Education)*

Updayton survey results show that college students who intern with local companies are more likely to stay in the Dayton region after graduation. More people working in the region, means more people living, playing and spending in the Miami Valley. But connecting internships to students to companies is a challenge. At this session, attendees will assist in developing a better strategy to identify and cultivate internships for college students with local employers. We have jobs. We have students. We need YOUR help to make the connection.

Neighborhoods: *Creative Communities*

Partner organization: *CityWide Development Corporation*

What is YOUR ideal neighborhood? What assets and amenities are most critical to YOU? Young, creative professionals are critical to the future of this region and urban planners want to know what's important to young people in the communities in which they live. At the Summit, session participants will team with CityWide Development Corporation to launch an initiative to engage young people in the planning process for strengthening existing communities and building new ones. Ever want to get in on the ground floor of a new neighborhood? Here's YOUR chance.



Summit Workshops

The Dayton Region 101

Your chance to network with leaders in the Dayton region and discuss important topics. These casual and quick networking sessions give you the top three tips you'll need to succeed, a chance to ask your questions, and time to share the best practices that have worked for you. Bring plenty of business cards and make connections!

Telling Your Story.

Communicating with the press, your volunteers, and the community all require different approaches. Talk about the best way to get your message out and tell your story so people want to listen.

The Greater Downtown Dayton Plan.

Since Spring 2008 Daytonians have worked on a plan to determine the best direction for our City. Get the updates, learn what's next, and find out how young creatives fit into the mix.

Demystifying Local Government.

The best volunteers and community leaders know how to work within system, but it doesn't have to be so complicated. Get short-cuts from people who know and figure out how to get your projects off the ground.

Social Media 101.

Sure, you're on Facebook and Twitter, but do you get everything you can out of these tools? Don't communicate via social media just because everyone else is doing it - use it right with recommendations from our friends at CultureMASH. .

Dayton Hidden Gems.

Updayton and DaytonMostMetro.com come together to make top recommendations for hidden gems in the region and how to find what you need. Think there's nothing to do in Dayton? Think again.

Leadership and Project Management.

Being a leader isn't just about good ideas and energy. In this session you get recommendations from experts at the Dayton Development Coalition and Center for Competitive Change on how to approach any project, how to work with stakeholders, and what it takes for success.

The 2011 Summit Workshops are sponsored by:





Summit Registration

Please mail completed forms & payment to:

Updayton Initiative
3155 Research Blvd. Suite 204
Dayton, OH 45409

Or register online at www.updayton.com/summit

Name:	
Mailing Address:	
Employer or University:	Title:
Email Address:	Phone:
Method of Payment (\$15, \$5 for Students): <input type="checkbox"/> Check (make payable to SOCHE) <input type="checkbox"/> Cash	

Please rank your top two breakout topics (enter 1 & 2)

- Jobs: *InternshipConnectionDayton*
- Nightlife & Entertainment: *First Friday Downtown*
- Diversity: *Welcome To Dayton!*
- Neighborhoods: *Creative Communities*

Please select which three workshop topics are most interesting to you

- Telling Your Story
- The Greater Downtown Dayton Plan
- Social Media 101
- Dayton Hidden Gems
- Leadership & Project Management
- Demystifying Local Government

NOTE: Breakout and Workshop topic descriptions available on pages 4 & 5 of Summit packet