



Track ↗	Entrepreneur & Investor	Technical	Workshops		Marketing & Social Media	Corporate & Enterprise
8:00 – 9:00	Breakfast, Connecting, Exhibits					
9:00 – 9:50	Morning Keynote – Daniel Odio, Appmkr <i>“Capitalizing on the Tsunami: Trends to Leverage for Success”</i>					
10:00 – 10:45	Josh Pressnell Ascendum <i>“Head Above Water”</i>	Jeff Blankenburg Microsoft <i>“Windows Phone Development”</i>	iOS Workshop Building Your First iPhone App Part 1	Mobile Workshop Technical Coaching and Strategy Counseling	Krista Neher bootcampdigital <i>“Mobile Marketing 101”</i>	David Ip Bluecross/Blueshield <i>“Mobile Marketing for the Enterprise”</i>
10:45 - 11:00	Break Sponsored by Rockfish Interactive					
11:00 - 11:50	Entrepreneur Panel Dave Knox – Rockfish Sameer Mungur – ZipScene Brendan Lim, KickSend Josh Silverman – Study Egg	Praveen Alavilli eBay, <i>“Getting your Feet Wet with Mobile Commerce”</i>	iOS Workshop Building Your First iPhone App Part 2	Mobile Workshop Technical Coaching and Strategy Counseling	Daniel Odio Appmkr <i>“Role of Social Networking within Mobile and How It Can Be Used to Drive App Discovery”</i>	Chris Downie & Dave Heilmann SparkPeople <i>“You Just Have to Be There!”</i>
12:00 - 1:10	Lunch Keynote – Nihal Mehta, Local Response <i>“Customers are Mobilizing! Are You Listening?”</i>					
1:20 - 2:00	Josh Silverman Study Egg <i>“Staying Lean While Going Mobile”</i>	Sam Soffes Synthetic Corp <i>“iOS Development”</i>	Android Workshop Building Your First Android App Part 1	Mobile Workshop Technical Coaching and Strategy Counseling	David Ip Bluecross/Blueshield <i>“Mobile Marketing, Demystifying the Hype”</i>	Eric Bishop Rockfish Interactive <i>“Enterprise Mobile Applications”</i>
2:00 - 2:15	Break Sponsored by CincyTech					
2:15 - 2:55	Brendan Lim KickSend <i>“Y-Combinator Experience”</i>	Anthony Decena Appcelerator <i>“Cros-Platform Mobile Application Development”</i>	Android Workshop Building Your First Android App Part 2	Mobile Workshop Technical Coaching and Strategy Counseling	Josh Bob Turnstar.com <i>“Novel Uses of SMS”</i>	Robb Moretti Verizon Wireless <i>“Go Mobile or Go Home”</i>
3:00 - 3:40	Investor Panel Bill Cunningham – GCVA Rahul Bawa – CincyTech Rick Coplin – TechColumbus John Habbert – QCA Nihal Mehta – Local Response	Technical Panel Awesome Inc Sam Soffes – Synthetic Praveen Alavilli – eBay Anthony Decena – Appcelerator Jeff Blankenburg – Microsoft			Mobile Marketing Panel Bob Gilbreath – CincyTech Krista Neher-bootcampdigital Lisa Braun - Cincy Reds Josh Bob – Turnstar.com	Enterprise Panel David Ip – BlueCross Eric Bishop – Rockfish Josh Pressnell – Ascendum Robb Moretti – Verizon
3:50 - 4:30	MobileXcincy Rocket Pitch Competition					

All Sessions will be held in Griffin Hall. Breakfast, Lunch and Keynotes will be held in the NKU Student Union Ballroom.



Track -->	Entrepreneurs & Investor	Technical	Workshops		Marketing & Social Media	Corporate & Enterprise
8:00 – 9:00	STUDENT UNION Breakfast, Connecting, Exhibits					
9:00 – 9:50	STUDENT UNION Morning Keynote – Daniel Odio, Appmkr “Capitalizing on the Tsunami: Trends to Leverage for Success”					
10:00 – 10:45	Josh Pressnell GRIFFIN HALL 230	Jeff Blankenburg GRIFFIN HALL 240”	iOS Workshop GRIFFIN HALL 314	Mobile Workshop GRIFFIN HALL 316 GRIFFIN HALL 318	Krista Neher GRIFFIN HALL 250	David Ip DIGITORIUM
10:45 - 11:00	GRIFFIN HALL LOBBY Break Sponsored by Rockfish Interactive					
11:00 - 11:50	Entrepreneur Panel DIGITORIUM	Praveen Alavilli GRIFFIN HALL 240”	iOS Workshop GRIFFIN HALL 314	Mobile Workshop GRIFFIN HALL 316 GRIFFIN HALL 318	Daniel Odio GRIFFIN HALL 250	Chris Downie & Dave Heilmann GRIFFIN HALL 230
12:00 - 1:10	STUDENT UNION Lunch Keynote – Nihal Mehta, Local Response “Customers are Mobilizing! Are You Listening?”					
1:20 - 2:00	Josh Silverman GRIFFIN HALL 230	Sam Soffes GRIFFIN HALL 240”	Android Workshop GRIFFIN HALL 314	Mobile Workshop GRIFFIN HALL 316 GRIFFIN HALL 318	David Ip GRIFFIN HALL 250	Eric Bishop DIGITORIUM
2:00 - 2:15	GRIFFIN HALL LOBBY Break Sponsored by CincyTech					
2:15 - 2:55	Brendan Lim DIGITORIUM	Anthony Decena GRIFFIN HALL 240			Josh Bob GRIFFIN HALL 250	Robb Moretti GRIFFIN HALL 230
3:00 - 3:40	Investor Panel Bill Cunningham – GCVA Rahul Bawa – CincyTech Rick Coplin – TechColumbus John Habbert – QCA Nihal Mehta – Local Response	Technical Panel GRIFFIN HALL 240	Android Workshop GRIFFIN HALL 314	Mobile Workshop GRIFFIN HALL 316 GRIFFIN HALL 318	Mobile Marketing Pane GRIFFIN HALL 250	Enterprise Panel DIGITORIUM
3:50 - 4:30	GRIFFIN HALL DIGITORIUM MobileXcincy Rocket Pitch Competition					