

SCHEDULE

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9-9:15	Welcome Atrium						
9:15-10:05	Keynote New Nostalgia: How Looking Back Drives Engagement Forward Atrium						
10:15-11:05	Breakout Session Building Stronger Communities Loft 1A	10:15-11:05	Breakout Session A Spoonful of Sugar... Helps the Road Closure Go Down Loft 2	10:15-11:05	Breakout Session Beyond Top 5: Choosing and Targeting Multicultural Audiences Loft 4	10:15-12:05	Workshop Smartphone Photography Basics Loft 3
11:15-12:05	Breakout Session Illuminating Local Voices: Public Storytelling in a News Desert Loft 1A	11:15-12:05	Breakout Session Building Bite-Sized ADA Habits into Our Daily Work Loft 2	11:15-12:05	Breakout Session UW’s Playbook: High-Impact Social Media for Lean Teams Loft 4		
12:05-1:15	Lunch						
1:15-2:05	Breakout Session From Clutter to Calendar: Organize Your Content Strategy Loft 3	1:15-2:05	Breakout Session Language Access is Fundamental: An Introduction to Creating More Accessible Agencies and Content Loft 2	1:15-2:05	Content & Creator Showcase Drawn to the Hand Drawn: How Digital Comics Make Public Information Emotional and Relatable No Intern? No Problem. Creative Systems for Great Government Content Ideas The Meme-ification of Infrastructure: Turning Boring-but-Important Topics into Clickable Content Loft 4	1:15-3:05	Workshop From Filming to Posting: Learn Social Media Video Skills Loft 1A
2:15-3:05	Live Post Lab No Algorithm, No Filter: Get Real Feedback from Real Creators Loft 2	2:15-3:05	Breakout Session This is Fine...Should You Keep Posting Even When Everything is on Fire? Loft 3	2:15-3:05	Breakout Session TL;DR – Why Plain Language Wins Loft 4		
3:15-4:05	Breakout Session Bringing Parks to Life Through Live Video and Storytelling Loft 1A	3:15-4:05	Breakout Session Meaningful Metrics: Analyzing Data to Inform Strategy Loft 2	3:15-4:05	Breakout Session Hey Siri: Is This Real? AI Tools for Better Content Creation and False Information Detection Loft 3	3:15-4:05	Breakout Session From Chaos to Content: Social Media Leadership When You’re Not in Charge Loft 4
4:15-5	Closing Digital Day Debrief Loft 2						