**NEW INVENTOR CONFERENCE AGENDA**

(And more to be added!)

**Wednesday, November 16, 2016**

If you arrive on Wednesday, Timothy O'Toole's , 622 N. Fairbanks Court, is where Conference participants end up most every evening and it is across from the DoubleTree.

Possible Film Screening TBA!

**Thursday, November 17, 2016**

**7:00 Registration, Continental Breakfast**

**8:00** **Welcome**

All Tracks meet in Room 325

Mary Couzin, Introduction to Catherine McMillan Gill and Richard Gill of McGill and Associates, Moderators of the Conference, and Jessie Mansbacher, Conference Executive Director.

**8:10 Opening Keynote Speakers**

**Kathleen Campisano, VP GMM Toys, Games, Hobby & Collectibles at Barnes & Noble**

and

**Michelle Thaller, Assistant Director of Science , NASA Goddard Space Flight Center**

**9:25 Professional Inventors Leave for Room 328**

**9:30 Basics of the industry – Who, What, Terms, Acronyms and more**

**Jeff Pinsker, President of Pressman Toy**

**10:15** **Coffee Break**

**10:30 Presenting and Licensing Your Idea to a Company**

**11:00 Trademarks, Copyrights and Patents**

**11:30 Self-Producing Your Idea – Manufacturing, Toy Testing**

**12:00 Networking Chicago-Style Lunch** (All Tracks)

**1:00 Design - What You Need on the Package**

**1:30 Working with Retailers**

Panel Discussion: Best Way to Approach Retailers, Reps and Distributors; Be a Partner

**2:00 Working with Reps, Distributors**

**2:30 Alternate Distribution – Crowdsourcing, DRTV**

**3:00 Coffee Break**

**3:30 Global Market Perspective, International Trade Shows**

Panel Discussion: Worldwide experts address the challenges and opportunities of accessing international markets, manufacturing outside the U.S and international trade fairs in NYC, Hong Kong, London, Nuremberg, Essen, Shanghai, and Tokyo

**4:00 The Future of Toys and Games**

Conversation on Technology, Innovation, and Integrity for Tomorrow's World of Connected Toys.

**4:30 Demo of 5 trends: AR, AI, Coding, Robotics and Talking Toys**

Robin Raskin, President of Living in Digital Times

**5:00 Tim Walsh, Chief Playmaker, The Playmakers, and Reyn Guyer, Developer of the Twister game and the Nerf line - Learn How to Think More Creatively with Right Brain Red**

**6:00 – 10:00 Networking Dinner & Fun with the Experts/Speakers**

Networking Dinner (open bar and dinner) at D4 Pub. It is a short walk from both Navy Pier and Doubletree Hotel (only a block from Doubletree).

**FRIDAY, NOVEMBER 22, 2012**

**7:00 Registration and Continental Breakfast, Exhibit Table Set-up for Pitch Perfect**

**Keynote Speakers**

**8:00 Andy Forrest, Partner at Forrest-Pruzan Creative, and Jim McCafferty, Owner of JMP Creative.**

**9:00 Pitch Perfect – Getting Your Idea Across in 30 seconds – Room 326**

Advice on how to catch their interest in 30 seconds or less. You’ve heard less is more, it is true!

**9:10 One Minute Pitch – Room 201**

Companies will spend 1 minute at each inventor table and will give you their information or take yours if they are interested. Prior to Conference, please put together your Product Overview Sheets (we will send suggested template) for companies to take with them.

**12:00 Networking Lunch**

**1:00 – 3:00 Social and Digital Media Track – Room 326**

**1:00 Social Media**

**Panel Discussion: Using Facebook, Twitter, Pinterest, YouTube, Blogs and More**

**2:00 Public Relations and Marketing Strategy (Digital and Traditional)**

**With So Many Options Today, Where Do You Put Your Money?**

**2:30 3:00** **Domestic and Int’l Industry Awards – Which Ones Mean Something**

**3:00 Wrap-Up Conference - Speaking Portion Concludes, But Networking Picks up Again at Evening Events (included in your ticket)**

If you have exhibit space at the weekend ChiTAG Fair, you have until 6pm to enter the Hall (Festival Hall A&B) in order to set up your booth or table. Once in the Hall, you may stay until approximately 9pm. See ChiTAG Exhibitor Manual for details.

**6:00 to 11:00pm PlayCHIC and Toy and Game Innovation Awards (TAGIE) Awards – a playful, celebratory and elegant event!** [**http://www.chitag.com/tagies**](http://www.chitag.com/tagies) **and** [**http://www.chitag.com/playchic**](http://www.chitag.com/playchic)