



## Conference Schedule (Nov 12)

**Venue:** American Conservatory Theatre, San Francisco

**Attendees:** 300

**Time:** 8.30am – 17.00

**Sign up:** <http://sprint.feverbee.com>

8.00 – 8.50	<b>REGISTRATION AND BREAKFAST</b>	
9.00 – 9.40	<b>Richard Millington (FeverBee)</b> Applying Next Generation Motivation Techniques To Increase Participation	
9.45 – 10.25	<b>Roger Dooley (Brainfluence)</b> Brains Hacks To Build Online Communities	
10.25 – 11.00	<b>Morning Break</b>	
11.00 – 11.40	<b>Jono Bacon (XPrize)</b> Using Irrationality to Build Communities	
11.50 – 12.30	<b>John Egan (Pinterest)</b> Advanced growth techniques from Pinterest's growth expert	
12.30 – 13.45	<b>Lunch</b>	
13.50 – 14.30	<b>Jeff Atwood (Discourse)</b> What If We Could Weaponize Empathy?	<b>Kare Anderson (SayItBetter)</b> Hidden Behavioral Cues That Boost or Bust Credibility
14.35 – 15.10	<b>Dion Hinchcliffe (Adjivi)</b> What Lies At The Cutting Edge Of Communities?	<b>Brian Cugelman</b> Stages of Influence And User Psychology
15.10 – 15.30	<b>AFTERNOON BREAK</b>	
15.30 – 16.05	<b>Felicity Barber (Thoughtful Speech)</b> A Speechwriter's Secrets in the Art of Persuasion	<b>Stephanie Beadell (Briggsby)</b> How To Get Better Data From Your Community Members
16.10 – 16.50	<b>Rachel Happe (Community Roundtable)</b> <i>Coming soon</i>	
16.50 – 17.00	<b>Richard Millington (FeverBee)</b> <i>What happens now?</i>	
17.00 – LATE	<b>After-party Hosted Bar</b>	