

#FAILFEST17 AGENDA

ALL EVENTS TAKE PLACE IN THE GEM UNLESS OTHERWISE NOTED.

8:30 AM **Doors Open & Registration**

9:30 AM - 9:35 AM **Welcome to Fail Fest 2017!**
John Wechsler

9:35 AM - 9:45 AM **A Word from the Mayor**
Mayor Joe Hogsett

9:45 AM - 9:55 AM **Kick-Off Remarks**
Gerry Dick

9:55 AM - 10:00 AM **Overview of the Day**
Denzil 'Val' Crooke

10:00 AM - 10:30 AM **Keynote #1: Chief Steven Orusa**
"Being the Leader Doesn't Make You One"

10:30 AM - 10:45 AM **Transition Break** - 15 minutes

10:45 AM - 11:45 AM **Morning Breakout Session**

TRACK ONE THE GEM

10:45 AM - 11:05 AM
Rupal Thanawala
"I am one in a Million"

11:05 AM - 11:25 AM
Steve Cashdollar
"The Courage to Do Something Bigger, Something Better, Something Different"

11:25 AM - 11:45 AM
Jenn Lisak
"To Fail or Not to Fail"

Each presenter will speak for 15 minutes, and a 5 minute audience Q&A session will follow.

TRACK TWO LAUNCH INDY

10:45 AM - 11:45 AM
Panel Discussion: Failures in Media
moderated by Denzil 'Val' Crooke

Panelists:
Lindsey Erdody
Indianapolis Business Journal

Polina Osharov
PATTERN Indy

Shelley Klingerman
Launch Terre Haute

Approximately 40 minutes of conversation will be moderated, and 20 minutes of audience Q&A will follow.

11:45 AM - 12:00 PM **Transition Break** - 15 minutes

12:00 PM - 12:30 PM **Keynote #2: Jackie Bledsoe**
"From Broke to Booming: Building a Business with a Blog and a Book"

12:30 PM - 1:30 PM **Lunch from Nameless Catering**
Served in the Launch Indy space; see insert for menu

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1:30 PM - 2:00 PM

Keynote #3: Jeremy Brown
"Celebrate Results, Not Ideas"

2:00 PM - 3:00 PM

#FreshCuppaFail: Coffee & Networking Hour

Join us in the Launch Indy space for a midday break where you can network with fellow attendees and enjoy a complimentary espresso beverage served in a Fail Fest mug for you to take home.

3:00 PM - 4:00 PM

Afternoon Breakout Session

**TRACK ONE
THE GEM**

3:00 PM - 3:20 PM

Seth Meizen

"How to Fail Spectacularly...
Repeatedly...to Learn How to Win"

3:20 PM - 3:40 PM

Kelli Jones

"The Plight Of A Fearless Risk-Taker"

3:40 PM - 4:00 PM

Matt MacBeth

"The Compassionate Entrepreneur
and The Desperate Customer"

Each presenter will speak for 15 minutes, and a 5 minute audience Q&A session will follow.

**TRACK TWO
LAUNCH INDY**

3:00 PM - 4:00 PM

**Panel Discussion: Crisis Management
moderated by Denzil 'Val' Crooke**

Panelists:

Lou Gerig

Sease, Gerig, and Associates

Jim Martin

Venue Intelligence

Chief Mitch Thompson

Fishers Police Department

Approximately 40 minutes of conversation will be moderated, and 20 minutes of audience Q&A will follow.

4:00 PM - 4:15 PM

Final Remarks & Wrap-Up

John Wechsler & Denzil 'Val' Crooke

John will speak in the Gem to Track One.

Denzil will speak in Launch Indy to Track Two.

4:15 PM - 5:00 PM

Reception & Cocktail Hour

Cap off the event with some appetizers, Sun King beer, and conversation in the Launch Indy space. It's a great opportunity to speak with some of the presenters from throughout the day!

