

The University of Toronto's Innovation and Design Expo 2015

# UOFT'S INDEX



02.28.2015

Guest Guide

## THE UOFT INNOVATION AND DESIGN EXPO

The University of Toronto Innovation and Design Expo isn't just an event – it's an initiative aimed at providing young innovators with the knowledge and resources to explore and develop their creative and entrepreneurial skills.

Through both a design challenge and interactive conference, UofT's IDEX inspires students to design, build, and manage with social, economic, and environmental consciousness for a better future. With a special focus on leading creative industries, attendees of the final IDEX event, whether participant, visitor, or industry professional, are provided a landscape of information about innovative technology, business, and design strategy– what it is, who is involved, how it has evolved, and where it is going.

### WHO:

Whether student, professional, or educator, those involved with IDEX are visionaries who consider themselves passionate innovators, entrepreneurs, and designers. All attendees leave with the knowledge, resources, and connections to further their exploration & development.

### WHAT:

Speakers

Industry Seminars & Panel  
Discussions

Student Design Showcase

Networking

Food

### WHERE:

The University of Toronto  
Mississauga,  
Innovation Complex

### WHEN:

Saturday, February 28, 2015

11:00 AM – 7:00 PM



## IDEx SEMINARS

The **IDEx Seminars** are breakout sessions lead by industry professionals and representatives. Each seminar is an intimate environment with a Presenting Partner followed by a panel discussion with an additional 1-2 industry professionals present.

### SESSION I: KNOW THY INDUSTRY

#### **Interactive Technology & Augmentation**

Focus: How to increase presence through human-computer interaction in the context of both virtual and physical realities.

#### **Creative Marketing and Design Thinking**

Focus: Design and strategic thinking for creative writing, marketing, and communications.

#### **Innovative Entrepreneurship & Management**

Focus: Leading with a purpose – knowing your strengths and improving your soft skills to carry out your vision and inspire those you manage.

### SESSION II: INSPIRING POSITIVE INNOVATIVE PRACTICES

#### **Technology, Environment & Economy**

Focus: Weighing the benefits and consequences of technological progress; how do we manage our resources to improve environmental and economic impact?

#### **Artificial Intelligence and Humanity**

Focus: Artificially intelligent technology – how far is too far?

#### **The Mark of the Artist**

Focus: Empowering the creative mind; how to best leverage your digital and traditional artistic talents and the role you play in creative industries.

## GUEST INFORMATION

There are two Seminar Sessions with three seminars in each. Guests may only attend one seminar from each session for a total of two. Guests will be asked to declare their seminars upon arrival.

Seminars have limited capacity so arrive early to claim your two seminars!

## SEMINAR INVOLVEMENT

### Prior to the event:

- **Like** the [Facebook Page](#) and visit us at [www.idex.idmleague.com](http://www.idex.idmleague.com)
- **Confirm** your attendance by registering and purchasing your ticket either on-campus or online
- **Practise** your personal introduction – you never know who you'll shake hands with at IDEX!
- Get excited!

### At the event:

- **Attire:** Be your best and most expressive self. Business casual is great, too.
- Students are encouraged to network and engage with all professionals present. **Come ready to educate, connect, and empower!**

### Ticket Dates and Locations:

Tickets are being sold online and at University of Toronto Mississauga:

February 12, 2015 10 am – 3 pm: IB IDEX Booth

February 13, 2015 10 am – 3 pm: CCT IDEX Booth

February 23-27, 2015 10 am – 3 pm: CCT IDEX Booth

Questions? Contact us at [chair@idmleague.com](mailto:chair@idmleague.com).

If you are an industry or professional looking to get involved with UofT's IDEX please email to [denwalters@idmleague.com](mailto:denwalters@idmleague.com).

Dear guest,

Thank you for your interest in attending UofT's IDEX. Our mission is to guide future managers, entrepreneurs, and artists to create with consideration of the impact their products will have on our world, and inspire them to contribute positively to our environment through their ever-developing skills. Your enthusiasm, dedication, and leadership are appreciated and it is through events like this in which we hope to reward and inspire you. We can't wait to have you at UofT's IDEX 2015!

- UofT's IDEX Team!

### Get Involved!

Deneille Rochelle Walters, Co-Chair:

[denwalters@idmleague.com](mailto:denwalters@idmleague.com)

Hazem Danny Nakib, Co-Chair

[hazemdanny.nakib@utoronto.ca](mailto:hazemdanny.nakib@utoronto.ca)

Raiyyan Khan, Co-Chair

[raiyyan.khan@iccitcouncil.com](mailto:raiyyan.khan@iccitcouncil.com)

Visit us: [www.idex.idmleague.com](http://www.idex.idmleague.com).

General inquiries: [info@idmleague.com](mailto:info@idmleague.com)



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