



## The Opportunity Challenge

February 16-18, 2011

The BioWorks Foundation | 20 South Dudley, 1st Floor

## agenda

*We can develop all of our talent and put all of our talent to work.*

### WEDNESDAY, FEB 16, 2011

- 8:30 AM**                      **Continental Breakfast**
- 9:00 AM**                      **Welcome Remarks**  
*Mayor AC Wharton, City of Memphis*
- 9:15 AM**                      **Introduction to the US Initiative**  
*Carol Coletta, President & CEO, CEO for Cities*
- 9:30 AM**                      **Opportunity Challenge Overview**  
*Charlie Cannon, Rhode Island School of Design (Facilitator)*
- 9:45 AM**                      **Local Action Team Presentation/Summary of Local Projects**  
*What are the existing or emerging projects and initiatives that could contribute to Memphis achieving the ambition to develop all of its talent and put all of its talent to work.*
- 10:30 AM**                     **Facilitator: Give a Minute for Memphis**
- 10:45 AM**                     **National Expert Presentations/"Big Ideas"**  
*What are the important and inspiring projects and ideas from around the country that support the ambition?*
- 11:30 AM**                     **Facilitator: Summary**
- 11:45 AM**                     **Break**
- 12:15 PM**                    **Big Ideas Workshop I (Working Lunch)**  
*Review ambition and methodology for generating Big Ideas*  
*Identify and organize essential Big Ideas*
- 2:30 PM**                     **Break**
- 3:00 PM**                     **Projects Workshop I**  
*What Projects or types of projects could become Big Ideas for Memphis?*
- 5:00 PM**                     **Day 1, Adjourn**



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### THURSDAY, FEB 17, 2011

- 8:30 AM**                    **Continental Breakfast**
- 9:00 AM**                    **Facilitator: Summary Report from Walkthrough**  
*Review Big Ideas & illustrative projects*
- 9:30 AM**                    **Big Ideas Workshop II**  
*Revisit and Refine Big Ideas, discuss how they relate to one another*
- 11:30 AM**                    **Presentation at Memphis Music Foundation & Lunch**  
*Out-of-town and other invited guests are invited to a tour of the Music Resource Center at the Memphis Music Foundation, which provides talent development resources for independent musicians.*
- 2:00 PM**                    **Projects Workshop II: Deep Dives**
- 4:00 PM**                    **Break**
- 4:15 PM**                    **Strategy Workshop: Deep Dives**  
*What are the quick wins that will leverage these Big Ideas to advance a set of existing or new projects over the next 18-36 months?*
- 5:45 PM**                    **Adjourn, Day 2**
- 7:00 PM**                    **StartUp TV Launch Party & Reception**  
*Launch Memphis invites Opportunity Challenge participants to its launch party for StartUp TV featuring Memphis entrepreneurs.*

### FRIDAY, FEB 18, 2011

- 8:30 AM**                    **Continental Breakfast**
- 9:00 AM**                    **Review Final Presentation with Local Action Team**  
*Note: this is a closed working session.*
- 10:30 AM**                    **Presentation to Local Influentials**  
*Members of the public and invited local stakeholders will have an opportunity to hear a presentation of the Big Ideas and strategies developed during the Opportunity Challenge.*
- 11:30 AM**                    **Closing Remarks**