	SATURDAY	SUNDAY
10:30 AM		Blogging and Social Media Workshop/Q&A
11:00 AM		
11:30 AM	The Past, Present, and Future of Women in Gaming	User Experience Design
12:00 PM		
12:30 PM	How to Build a Kick-Ass Brand on a Start-Up Budget	Breaking into the Media Industry
1:00 PM		
1:30 PM	How to Begin Your Career in Community Management	Careers in Science
2:00 PM		
2:30 PM	Press Kit Hacks for Indie Devs	Biotechnology and Robots!
3:00 PM		
3:30 PM	How to Read & Understand Your Next Publishing Contract	Pitch Practice Session
4:00 PM		
4:30 PM	Why Programming is the Perfect Career	

SATURDAY TALKS

11:30 AM - 12:00 PM
THE PAST, PRESENT, AND FUTURE OF WOMEN IN GAMING [RM101]
This panel includes a diverse group of women invested in addressing the game industry's pervasive gender trouble. With an emphasis on sharing experiences and advice relevant to working and aspiring game industry professionals, and moving the conversation toward practical solutions, this roundtable discussion will address questions such as: Where do women fit into the game industry? What barriers and opportunities await those who venture into the fray?
Carly Kocurek, Corrinne Yu, Meg Stivison

12:30 PM - 1:00 PM
HOW TO BUILD A KICK-ASS BRAND ON A START-UP BUDGET [RM101]
Emma Mcilroy, CEO of Wildfang, gives a quick rundown on building a killer brand with limited resources. Wildfang launched in March 2013 and has generated huge hype among media, influencers, and consumers. Signing up over 20,000 girls in 30 days before launch, Wildfang continues to build a strong following of young badass women in the US and overseas.
Emma Mcilroy

1:30 PM - 2:00 PM
HOW TO BEGIN YOUR CAREER IN COMMUNITY MANAGEMENT [RM101]
Community management is the management of a common resource by a group of people. We can give you tips on how to start a career in community management and social media marketing in the Games Industry. Come see us today!
Melissa Dingmon, Andrea Cole

2:30 PM - 3:00 PM
PRESS KIT HACKS FOR INDIE DEVS [RM101]
Most independent developers are focused on creating and releasing a great game, not on marketing it. But you don't need to need to be an experienced marketer or squeeze in a lot of buzzwords to create a great press kit. Solid press resources can save you time and stress! This workshop will discuss ways for independent game developers to produce a polished press kit with indie resources.
Meg Stivison

3:30 PM - 4:00 PM
HOW TO READ & UNDERSTAND YOUR NEXT PUBLISHING CONTRACT [RM101]
Don't sign that contract until you attend this panel! Katie Lane and Caitlin DiMotta, attorneys dedicated to helping creators protect their rights and

get paid fairly for their work, will show you how to read through your next contract. They'll help make sense of legalese, discuss different ways copyrights can be divvied up in a contract, and talk about some of the pros and cons of work-for-hire jobs.
Caitlin DiMotta, Katie Lane

4:30 PM - 5:00 PM
WHY PROGRAMMING IS THE PERFECT CAREER [RM101]
Being a programmer allows you to work on many exciting and challenging projects, with very bright women—and men! This job can be flexible—in an office environment or sometimes out of your home—and it allows you to use creativity to build software that's easy to use as well as functional. Come learn that programming is a worthwhile and fun career that pays well.
Diane Haelsig

SATURDAY BOOTHS

10:00 AM - 2:00 PM
F5 NETWORKS [RM101-BOOTH]
F5, a global leader in application delivery networking based in Seattle, makes the connected world run better. In fact, you've probably relied on F5 products dozens of times today and didn't even know it. F5 helps organizations meet the relentless growth demands of increasing voice, data, and video traffic in both physical data centers and the information cloud. Come discuss careers with us!
Jeanne Lewis

WASHINGTON INTERACTIVE NETWORK [RM101-BOOTH]
Washington Interactive Network (WIN) is a non-profit umbrella organization for the interactive media industry. WIN's mission is to promote the Seattle area as a hub for interactive media, nurture our educational institutions, and grow the workforce. Join us to nurture your interaction in the media industry.

WOMEN'S FUNDING ALLIANCE [RM101-BOOTH]
Here at Women's Funding Alliance we envision a world where all women and girls have the opportunity to live, lead, and thrive. Our mission is to build leadership, drive community investments, and accelerate systemic change to improve the lives of women and girls in Washington State. Chat with us to help us achieve our mission.
Sara Reyerson

10:00 AM - 5:00 PM
AMAZON [RM101-BOOTH]
We're making history, and the great news is that we've only just begun! What do Amazon technical people do every day? It isn't just coding. Teams at Amazon run operations for some of the largest systems in the world. Other teams build Kindles or track your orders. Amazon engineers will be there to answer your questions!

CORNISH COLLEGE OF THE ARTS [RM101-BOOTH]
Cornish College of the Arts is a four-year college in Seattle, Washington. We offer degrees in art, dance, design, music, performance production, and theater. Find us in the GeekGirlConnections Room, and discover how we can turn your passion into a career.

DIGIPEN INSTITUTE OF TECHNOLOGY [RM101-BOOTH]
DigiPen Institute of Technology, ranked by the Princeton Review as one of the top three colleges in North America for studying game design, has been located in Redmond, Washington for over a decade. DigiPen Institute of Technology is the center of one of the most rapidly developing software, game development, and technology hubs in the world. Come by and get more information about our programs.

FIRST ROBOTICS - ARCHBISHOP MURPHY HIGH SCHOOL AND CASCADE HIGH SCHOOL [RM101-BOOTH]
FIRST Robotics is a national organization with a mission to inspire youth to become science and technology leaders through mentorship programs. The Bear Bots come from Cascade High School and received the Rookie Inspiration Award in their first year of competition. Archbishop Murphy High School's team, Murphy's Law, is seeded 9th out of 64 teams at the Seattle competition. Come to the booth to see two different types of robots—a large robot throwing Frisbees and a smaller robot hanging rings on pegs.
Lori Hittle

ISILON STORAGE DIVISION/EMC [RM101-BOOTH]
Seattle-based EMC Isilon is the global leader in scale-out storage. Our mission is to remove the barriers that exist between businesses and their data. Come chat with us about powerful, simple ways to manage data and applications. Learn how to expect much more from your data storage.
Annie Romas

LIFTPORT GROUP [RM101-BOOTH]
The Space Elevator was conceived by the Lift-Port Group, founded in April 2003. The elevator's goal is to provide a mass transportation system to open up the vast opportunities that exist in space, many of which haven't even been imagined yet! With the motto "Change the world or go home," LiftPort Group strives to make change a reality. Learn how you can be a part of this fascinating space project.
Laurie Reynolds

MICROSOFT STUDIOS: PROJECT SPARK! [RM101-BOOTH]
Project Spark is an open-world digital canvas that enables anyone to build, play, and share whatever they can imagine. Project Spark is currently being developed by Team Dakota at Microsoft Studios. We want to share our enthusiasm for this project with you!
Kim McAuliffe

REEL GRRLS [RM101-BOOTH]
Reel Grrls is an award-winning nonprofit media arts and leadership training program for girls ages 9 – 19. Reel Grrls envisions a world in which women and girls have leadership roles in creating media and are represented behind and in front of the camera. Come find out how you can be or help a Reel Grrl!
Betsey Brock

THE BIG-BRAINED SUPERHEROES CLUB [RM101-BOOTH]
The Big-Brained Superheroes Club is on a mission to tap into the hidden strengths that all young people have through the exploration of STE(A)M. Tap into yours!
Meredith Wenger

WESTERN WASHINGTON UNIVERSITY [RM101-BOOTH]
Western Washington University's College of Sciences and Technology Scholars Program provides scholarships and supporting services to women interested in pursuing degrees in computer science or mathematics. WWU's Association for Women in Computing Club is focused on building an empowering environment for women majoring in computer science by providing opportunities for leadership, mentoring, outreach, and professional networking. Drop by and see how these programs shape students for the world today.

1:00 PM - 5:00 PM
MOZ [RM101-BOOTH]
Moz is the world's most popular provider of inbound marketing and social monitoring software, as well as easy-to-use tools, tutorials, and educational resources to make marketing analytics accessible to everyone. More than just a software company, Moz has built a vibrant community of over 300,000 members. Mozzers can often be found trotting the globe. We'll share what it takes to be a Mozzer.
Emmi Jensen, Sierra Murphy, Susan Sestak

SUNDAY TALKS

10:30 AM - 11:00 AM
BLOGGING AND SOCIAL MEDIA WORKSHOP/Q&A [RM101]
We'll talk strategies for blogging and social media (content creation, discovering your target audience, building your brand, finding advertisers, etc.) and we will also offer on-the-spot critiques of attendees' blogs, websites, or social media platforms.
Amber Osborne, Jenn Fujikawa

11:30 AM - 12:00 PM
USER EXPERIENCE DESIGN [RM101]
User experience design (aka interaction design) is a field that combines elements of computer science, graphic design, and psychology. It's a growing and fulfilling career track that allows you to collaborate with other passionate people to improve software for the people using it. Interested? Join us for a Q&A session to learn more about this exciting and growing field!
Cheryl Platz

12:30 PM - 1:00 PM
BREAKING INTO THE MEDIA INDUSTRY [RM101]
The media and communications industry can be difficult to navigate, especially in today's ever-changing digital age. It's also a traditionally male field, and hard for women to break into—but not impossible. If you have questions about how to make yourself stand out or about what it's like to be a writer for an online publication, this panel can start answering your questions.
Lisa Granshaw

1:30 PM - 2:00 PM
CAREERS IN SCIENCE [RM101]
Did you know that you could be a scientist when you grew up? It is possible to turn a love of discovery into a career. Trained scientists now take on a wide range of careers including professor, observer, researcher, theorist, teacher, outreach coordinator, engineer, financial analyst, writer, and more. Come explore options for advanced degrees in science, and make your dream a reality.
Jerry Nguyen, Morgan Woroner, Nicole Gugliucci

2:30 PM - 3:00 PM
BIOTECHNOLOGY AND ROBOTS! [RM101]
Biology and robots: a match made in heaven. Robots are everywhere: movies, factories, battlefields, and our homes. Did you know that the biotechnology industry also uses robots extensively? Find out how biological research makes use of robots, computers, and mathematics.
I-Wei Feng

3:30 PM - 4:00 PM
PITCH PRACTICE SESSION [RM101]
Nothing makes an author's heart pound like pitching to an agent or editor in person! But with knowledge and practice, any writer can build confidence and ace her pitches. Come join this two-part workshop and get up-to-date information from pros, as well as role-playing a one-on-one pitch session. Writers get a rare chance to hone and define their pitch with the help of comprehensive feedback.
Phoebe Kitanidis, Suzanne Brahm

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Betsey Brock

TABLEAU [RM101-BOOTH]
Founded by an Academy Award-winning professor, a brilliant computer scientist, and a savvy business leader, Tableau Software is a computer software company that specializes in interactive data visualizations, which make databases and spreadsheets understandable to ordinary people. Tableau aims to demystify data and design products for people, empowering them with analytical tools they can use.

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