

## Creating Infectious Action Mini-Conference

Thursday May 4<sup>th</sup>, 2006  
3:30-7pm  
Stanford University, Hewlett 201

This speaker series is brought to you by the teaching team of the Creating Infectious Action course, in association with the Hasso Plattner Institute of Design at Stanford University. This is open to the entire Stanford community. Please feel free to “spread the word.”

The speakers will give 15 minute talks followed by 5 minutes of Q&A. For more information about the course see: <http://creatingaction.stanford.edu>

For directions to Hewlett, see: <http://campus-map.stanford.edu/index.cfm?ID=04-510>

### Speaker line-up:

- 3:30 Introduction by CIA Instructors, Diego Rodriguez and Bob Sutton
- 3:40 Paul Saffo, Director and Roy Armana Fellow at Institute for the Future  
*“Never mistake a clear view for a short distance”*
- 4:05 Peter Ebert, Design Services Team (DST), Office of the CEO, SAP AG  
*“The Power of Connecting Millions of Hearts and Minds”*
- 4:30 Dr. Jamie Shandro, Stanford ER Doctor  
*“The Ups and Downs of Infectious Action in Medicine”*
- 4:55 to 5:20 Reception/ Snack Break
- 5:20 to 5:30 Discussion of the Emerging Themes, led by Michael Dearing of E-Bay,  
along with Bob and Diego
- 5:30 Steve Jurvetson, Managing Director of Draper Fisher Jurvetson  
*“Viral Marketing”*
- 5:55 Paul Moore, Yahoo  
Title TBD
- 6:20 Perry Klebahn, Founder of Atlas Snowshoes  
*“Manufacturing a Trend”* (how he revolutionized snowshoeing)
- 6:50 Wrap-Up by Michael, Diego and Bob

Light refreshments will be provided, so we ask that you please RSVP to:  
[susanhosking@gmail.com](mailto:susanhosking@gmail.com)