

 **ICR8 BOOTCAMP  
TEAM ANNOUNCEMENT**



**MEET THE TEAM**

# 2019 ICR8 Summer Boot Camp Manual

## 2019 ICR8 Summer Boot Camp Manual (as of 6-12-19)

June 3, 2019 - August 9, 2019

### MANDATORY ACTIVITIES

**Monday Morning Minutes** This will serve as the team's weekly status meeting so that each week the team can start off with a firm understanding of the progress of the projects/assignments and stay consistently on the same page. The status meeting will take place at **10:00 AM CST**.

**Blog Post** The team must upload at least one blog post per week discussing that particular week's reading and its relevance to current topics in marketing, media and/or the current projects that the team is working on. Blog posts must be submitted to CJ and Lincoln each **Thursday at 3:00 PM CST** and presented with a live discussion on The Drum Radio. **The Drum will be hosted each week. The Drum** Every week the students, must host and relaunch the [Drum Radio show](#). This can be a video/sound podcast. The blog must include the following:

1. Teaser & Intro Music
2. Welcome
3. Ad Spot
4. Interview
5. Call to Action
6. Outro Music

**Video Series** Create a minimum of three (3) videos reflecting the team's story and the experience. The episodes must be uploaded to the team (agency) website and/or social media platforms. **Please refer to previous year's work for inspiration.**

- **2010** [Man Behind The Brand](#)
- **2011** [Bippitus](#)
- **2012** [ThinkFruition](#)
- **2013** [Y5](#)

**The Lemonade Stand** The team is responsible for hosting a bi-weekly industry social inviting advertising and marketing industry leaders, as well other interns from the Dallas-area community. The event will be hosted three times throughout the summer in partnership with a local business or community organization of your choice.

**#MENTORMONDAYS** Mentorship is paramount to the success of every leader. Engagement with your MGP alumni mentor, Fossil Friend and Virtual mentor by EOD Monday. Our approach to mentorship is more of an exchange between mentor and mentee. As you can engage think about what you can bring instead of solely receiving.

## CURRICULUM & SCHEDULE

**Sunday, May 26, 2019  
in Portland**

1. Boot campers flown to WK Portland

**Monday, May 27, 2019  
in Portland**

1. Boot campers flown to WK Portland

**Tuesday, May 28, 2019  
@Wieden + Kennedy**

- Meet + Greet
- Agency Tour
- Introduction to the agency
- Agency 101: Creative, Strategy, Media, Production
- Lunch w/ Kennedy
- Brief Kickoff w/ Coke Team
- Brief, Deliverables, Objectives, Q&A
- Workshop on Disruption: Jason White

**Wednesday, May 29, 2019  
@Wieden + Kennedy**

- Agency 101: Account, Design, PR, W+K Studios
- MGP Team Regroup: Work on Brief
- Nike Archives Tour
- Lunch w/ Tinker Hatfield
- (Hal Curtis alt)
- Mentor Kickoff

**Thursday, May 30, 2019  
@Wieden + Kennedy**

- MGP Team Regroup: Work on Brief
- Mentor Shadowing
- Mock Presentation w/ Mentors + Coke Team
- Karrelle Dixon

**Friday, May 31, 2019  
@Wieden + Kennedy**

- Coke Presentation
- Feedback
- Send off chat

**Saturday, June 1, 2019  
in Portland**

1. Switch hotels for one night at the Holiday Inn

**Sunday, June 2, 2019**

1. Boot campers flown from WK Portland to Google Mountain View, CA.

**Monday, June 3, 2019**  
**@ Google**

1. Google Sessions 9:45 am - 5:00pm  
Google Team Members ONLY
  - o Customer Insight & Lifestyle Marketing - Elizabeth May
  - o Retail Marketing - Art Chung
  - o Chromebooks Hardware & Consumer Marketing - Supriya Gokarn and Maiko Fujita
  - o Inclusive Marketing - Mackenzie Thomas
2. Trailer Park [Assignment Briefing](#) - Jake Katz  
WeWork  
400 Concar Dr  
San Mateo, CA 94402

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**Tuesday, June 4, 2019**  
**@Google**

1. Google Session/Briefing (Google Team Members ONLY)  
8:45 am - 2:00 pm
  - o AI for Social Good - Sri Gainedi
  - o Presto Project Briefing - Shane Scotti, Anissa Mak, Rudy Espinoza
  - o Google Campus Tour

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**Wednesday, June 5, 2019**  
**@Google**

1. Boot campers flown from Google Mountain View, CA to Dallas
2. Check In To Axis 100 Luxury Apartments

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**Thursday, June 6, 2019**

1. Recoup Day - No Scheduled Activities

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**Friday, June 7, 2019**

1. Films: Boomerang (1992) and [State of We](#)

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**Saturday, June 8, 2019**

1. [Dallas Museum of Art Open Studio](#) : Noon - 4pm

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**Sunday, June 9, 2019**

Workshop: The Creative Juice Box - 10am-12pm  
[Adu](#)

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**Monday, June 10, 2019**

1. Fossil Intern Orientation
2. Fossil Assignment [Briefing](#): Make Time For Good
3. MGP Mentors assigned to boot camp participants

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**Tuesday, June 11, 2019**

1. Agency Presentation at Fossil : 9:30 am  
**Workshop: Mentorship- A Two Way Street**  
[Lyria Howland](#)  
**Workshop:** Jamil Buie TBD
2. MGP Leadership to present the MGP's history, mission, etc.
3. Required Reading: [How to Be Black & Get a Job in the Advertising Business Anyway](#)
4. [MGP Brief: Recruit the next class of ICR8](#)

**Wednesday, June 12, 2019**

**Women in Marketing Brand Innovators Conference**

all are welcome, come & go as needed  
9am - 4pm in Town Hall (Fossil HQ); full agenda [here](#)

**Workshop: Smoke and Mirrors**

[Julian Gilliam](#)

1. Film: Jobs (2013)

**Dinner & Learn** : 6:00pm

Daylon Goff , Wingstop

Axis 110 Apartments-SkyDeck

**Thursday, June 13, 2019**

[D Magazine](#) Lunch & Learn 12:00 - 1:15pm

750 North St. Paul Street #2100,

Dallas, TX 75201

**Friday, June 14, 2019**

1. Meet & Greet with Alessandra: 9:30am - 10:30am in Brand Room 3/4
2. MGP Brief Check-In

**Saturday, June 15, 2019**

**Sunday, June 16, 2019**

1. Apple bootcamp team flown to Sunnyvale, CA. 11:36am-1:17pm

**Monday, June 17, 2019**  
**@APPLE**

1. Immersion Day + Lunch

**Tuesday, June 18, 2019**  
**@APPLE**

1. MGP team gets briefed + Work Day
2. Meet internal team that they'll be checking in with

**Wednesday, June 19, 2019**  
**@APPLE**

1. Apple Work Day

**Thursday, June 20, 2019**  
**@APPLE**

1. Apple bootcamp team flown back to Dallas 8am-1:36pm

**Friday, June 21, 2019**

1. MGP Brief Check-In
2. 30-Minute Alumni Skype Session
3. **Workshop: Personal Branding 101**  
[Dominique Lee](#) 10:30am-12:30pm

Pride Block Party (Fossil will have airstream out there)  
6pm - midnight

<http://www.dallasartsdistrict.org/pride-block-party/>

**Saturday, June 22, 2019**

1. Museum of Geometric & Madi Art
2. Larry Presentation Day (7min + Visual))

**Monday, June 17, 2019 -  
Dallas (Guest Facilitator:  
Jean Middleton MGP '12)**

<b>Tuesday, June 18, 2019</b>	
<b>Wednesday, June 19, 2019</b>	
<b>Thursday, June 20, 2019</b>	2. MGP Dallas team meets with our Creative Dev. Group lead about Google and Wear OS by Google - 10:30am, Brand Room 3/4
<b>Friday, June 21, 2019</b>	1. MGP Brief Check-In
<b>Saturday, June 22, 2019</b>	1. Museum of Geometric & Madi Art
<b>Monday, June 24, 2019</b>	
<b>Tuesday, June 25, 2019</b>	1. "Tuesday Morning Coffee" with CJ 2. Meet and Greet with Fossil CEO, Kosta Kartsois @12:30 in Boardroom, EVP Fossil Owned brands, Steve Evans and VP of Philanthropy & Sustainability, Janiece Evans-Page <b>3. APPLE TOUCHPOINT</b>
<b>Wednesday, June 26, 2019</b>	1. Film: Art & Copy (2009) 2. Philanthropy & Sustainability with Fossil Foundation, 3-4 in Townhall
<b>Thursday, June 27, 2019</b>	Lean In with MGP Women (only): 10:30am-noon in Offsite  Fossil Pride Month Employee Celebration! 2-4pm, Townhall
<b>Friday, June 28, 2019</b>	1. MGP Brief Check-In 2. T. Moore Media Creative Workshop 1:30-3:30pm
<b>Saturday, June 29, 2019</b>	
<b>Sunday June 30, 2019</b>	
<b>Monday, July 1, 2019</b>	<b>MTFG Check-In #1</b> with Alessandra & Marissa - 3pm, Bubble Room
<b>Tuesday, July 2, 2019</b>	1. "Tuesday Morning Coffee" with CJ 2. FaceTime Check-In with Apple team <b>3. APPLE TOUCHPOINT</b>
<b>Wednesday, July 3, 2019</b>	1. Film: Lemonade (2009)
<b>Thursday, July 4, 2019</b>	1. MGP Fourth of July BBQ/Brunch
<b>Friday, July 5, 2019</b>	1. MGP Brief Check-In

**Saturday, July 6, 2019**

- 2. 30-Minute Alumni Skype Session
- 1. The Sixth Floor Museum: JFK Assassination (\$18.00/adult)
- 2. No Lyfts will be provided! :/

Sunday, July 7, 2019

- 1. Axis 110 Pool Party @ 7:30 PM

**Monday, July 8, 2019**

**Tuesday, July 9, 2019**

- 1. "Tuesday Morning Coffee" with CJ
- 2. FaceTime Check-In with Apple team
- 3. **Workshop:** Media 101 - How to Make Your Dollars Work-Media Buying  
-Jasmin Rivers
- 4. **APPLE TOUCHPOINT**

**Wednesday, July 10, 2019**

**Workshop: Community Building Through Influencer Marketing**  
[Jeremy Smith](#) Digital Communications Manager, P&G

**Thursday, July 11, 2019**

**Agency Visit**  
[TracyLocke](#)  
7850 N. Belt Line Rd  
Irving, TX 75038  
2-4pm

**Friday, July 12, 2019**

- 1. MGP Brief Check-In
- 2. 30-Minute Alumni Skype Session
- 3. [Sharon Harris](#)-2hr Workshop

**Saturday, July 13, 2019**

- 1. Tango Tab-July 13th 8:30am-11:00am

**Monday, July 15, 2019**

**Tuesday, July 16, 2019**

- 1. "Tuesday Morning Coffee" with CJ
- 2. FaceTime Check-In with Apple team
- 3. **APPLE TOUCHPOINT**
- 4. Puma Insights Mtg, 11-12 in Coffee Shop
- 5. House Brands Roundtable, 2-3pm in Offsite

**Wednesday, July 17, 2019**

**Thursday, July 18, 2019**

Friday, July 19, 2019	Portfolio Brands Roundtable, 4-5pm in Offsite
Saturday, July 20, 2019	<ol style="list-style-type: none"> <li>1. Final MGP Brief Check-In</li> <li>2. 30-Minute Alumni Skype Session</li> </ol>
<b>Monday, July 22, 2019</b>	
Tuesday, July 23, 2019	<ol style="list-style-type: none"> <li>1. Final "Tuesday Morning Coffee" with CJ</li> <li>2. <b>Final FaceTime Check-In with Apple team</b></li> <li>3. <b>2nd Fossil Check-In, 3-4 in Brand Room3/4</b></li> </ol>
Wednesday, July 24, 2019	
Thursday, July 25, 2019	
Friday, July 26, 2019	<ol style="list-style-type: none"> <li>1. Presentation of MGP Brief assets.</li> <li>2. 30-Minute Alumni Skype Session</li> </ol>
Saturday, July 27, 2019	<p>A Seat at The Table  Kyla Jones, RAPP + guests  11am-1pm  *Brunch provided by RAPP</p>
<b>Monday, July 29, 2019</b>	
Tuesday, July 30, 2019	<ol style="list-style-type: none"> <li>1. Apple boot camp team presentation to Social team.</li> </ol>
Wednesday, July 31, 2019	<ol style="list-style-type: none"> <li>1. Facebook Visit-11am</li> </ol>
Thursday, August 1, 2019	Google Team Presentation
Friday, August 2, 2019	<ol style="list-style-type: none"> <li>1. Boot camp team flown from Sunnyvale, CA. To Dallas</li> </ol>
Saturday, August 3, 2019	
<b>Monday, August 5, 2019</b>	
Tuesday, August 6, 2019	
Wednesday, August 7, 2019	
Thursday, August 8, 2019	<ol style="list-style-type: none"> <li>1. Fossil Final Presentation Town Hall Time TBD</li> <li>2. ICR8 Farewell Dinner</li> </ol>
Friday, August 9, 2019	