

# ICR8 2019 Summer Bootcamp Curriculum - San Francisco

June 17, 2019 - August 9, 2019

<b>Monday, June 17, 2019</b>	<ol style="list-style-type: none"> <li>1. Eleven Agency Orientation - Michele Sileo, Managing Director</li> <li>2. New Hire Onboarding</li> </ol>
<b>Tuesday, June 18, 2019</b>	<ol style="list-style-type: none"> <li>1. Department/Account Onboarding</li> <li>2. Brand Strategy 101 - Susan, Strategy</li> </ol>
<b>Wednesday, June 19, 2019</b>	<ol style="list-style-type: none"> <li>1. Department/Account Onboarding</li> <li>2. Integrated Production 101 - Jenny Hardin, Head of IP</li> </ol>
<b>Thursday, June 20, 2019</b>	<ol style="list-style-type: none"> <li>1. Department/Account Onboarding</li> <li>2. Media and Activation 101 - Gary Stein, Head of Media</li> </ol>
<b>Friday, June 21, 2019</b>	<ol style="list-style-type: none"> <li>1. Department/Account Onboarding</li> <li>2. Business Leadership: How to add real value to agency teams and clients - Jessica Sugg, Business Director</li> </ol>
<b>Monday, June 24, 2019</b>	<ol style="list-style-type: none"> <li>1. Weekly Check-In with Selena (1hr)</li> <li>2. Your work is your resume - Mike McKay, CCO</li> </ol>
<b>Tuesday, June 25, 2019</b>	<ol style="list-style-type: none"> <li>1. Film: Art &amp; Copy (2009)</li> <li>2. Work on Eleven client work</li> </ol>
<b>Wednesday, June 26, 2019</b>	<ol style="list-style-type: none"> <li>1. Narrative storytelling through film - Nathaniel</li> <li>2. Work on Eleven client work</li> </ol>
<b>Thursday, June 27, 2019</b>	<ol style="list-style-type: none"> <li>1. Experience Design - Michael Borosky, Co-founder</li> <li>2. Work on Eleven client work</li> </ol>
<b>Friday, June 28, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Eleven client work</li> <li>2. <del>Creative Juice Box: Trusting The Creative Process w/ Justin Adu</del></li> </ol>
<b>Monday, July 1, 2019</b>	<ol style="list-style-type: none"> <li>1. Weekly Check-In with Selena (1hr)</li> <li>2. Film: Lemonade (2009)</li> </ol>
<b>Tuesday, July 2, 2019</b>	<ol style="list-style-type: none"> <li>1. What to know about Business Affairs &amp; Legal - Angela Eddleman</li> <li>2. Work on Eleven client work</li> </ol>
<b>Wednesday, July 3, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Eleven client work [half day]</li> </ol>
<b>Thursday, July 4, 2019</b>	Eleven offices closed
<b>Friday, July 5, 2019</b>	Eleven offices closed

<b>Monday, July 8, 2019</b>	On-Site Briefing with Facebook AR/VR Weekly Check-In with Selena
<b>Tuesday, July 9, 2019</b>	Facebook AR/VR debrief Begin work on Facebook AR/VR project
<b>Wednesday, July 10, 2019</b>	Work on Facebook AR/VR project
<b>Thursday, July 11, 2019</b>	Work on Facebook AR/VR project Pop-up Client Toasted Life
<b>Friday, July 12, 2019</b>	Work on Facebook AR/VR project Creative Juice Box: Trusting The Creative Process w/ Justin Adu
<b>Monday, July 15, 2019</b>	Weekly Check-In with Selena
<b>Tuesday, July 16, 2019</b>	<ol style="list-style-type: none"> <li>1. Check-In with Facebook AR/VR team</li> <li>2. Work on Facebook AR/VR project</li> </ol>
<b>Wednesday, July 17, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> <li>2. Toasted Life First Round</li> </ol>
<b>Thursday, July 18, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> <li>2. Creative Juice Box: w/ Kat Gordon</li> </ol>
<b>Friday, July 19, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> <li>2. Creative Juice Box: Mekanism 101 w/ Tom Lyons at Mekanism</li> </ol>
<b>Monday, July 22, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> </ol>
<b>Tuesday, July 23, 2019</b>	<ol style="list-style-type: none"> <li>1. Check-In with Facebook AR/VR team</li> <li>2. Work on Facebook AR/VR project</li> </ol>
<b>Wednesday, July 24, 2019</b>	<ol style="list-style-type: none"> <li>2. Work on Facebook AR/VR project</li> <li>3. Toasted Life Second Round</li> </ol>
<b>Thursday, July 25, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> </ol>
<b>Friday, July 26, 2019</b>	<ol style="list-style-type: none"> <li>1. Work on Facebook AR/VR project</li> <li>2. Weekly Check-In with Selena</li> <li>3. Creative Juice Box: Building disability-inclusive brands w/ Margaux Joffe</li> </ol>

4.

**Monday, July 29, 2019**

1. Work on Facebook + Toasted Life
2. Creative Juice Box: W/ Chocolate Chip Media team
3. Dallas Bootcamp in Mountain View

**Tuesday, July 30, 2019**

1. Final Check-In with Facebook AR/VR team
2. Work on Facebook AR/VR project

**Wednesday, July 31, 2019**

1. What to know about interviewing - Heidi Taglio, HR
2. Work on Facebook AR/VR project
3. Toasted Life Final Presentation

**Thursday, August 1, 2019**

1. Work on Facebook AR/VR project
2. Creative Juice Box: "Post-Smartphone World: Our lives in Virtual and Augmented Reality (XR)" w/ Russell Ladson
3. Lemonade Stand with Dallas x DIAM?

**Friday, August 2, 2019**

1. Work on Facebook AR/VR project
2. Weekly Check-In with Selena

**Monday, August 5, 2019**

Work on Facebook AR/VR project

**Tuesday, August 6, 2019**

Work on Facebook AR/VR project

**Wednesday, August 7, 2019**

Work on Facebook AR/VR project

**Thursday, August 8, 2019**

Final Presentation to Facebook AR/VR

**Friday, August 9, 2019**

Farewell Lunch

## Potential Speakers

TBD Topic - TJ Foster, Sales Planner, Hulu

TBD Topic - Chike Onourah, 2010 MGP Alumni

Workplace Wellness with Miller Caton of Caton Wellness

## Additional Guest Speakers

Check Speaker Tab [here](#)

