“Content Events”

Starting an ongoing statewide conversation in Iowa – for profit
Iowa Ideas is a nonpartisan, statewide learning experience designed to explore the key questions and big ideas that will shape the future of Iowa.
Solicit Ideas
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Conduct Symposia
- embed reporters
Best Part of the Day? I haven’t been to something this engaging on several subjects in a while. I really enjoyed the way we had 2 great presentations, then broke into groups, then in a circle.

Iowa Ideas as well as Pints and Politics are imaginative formats for generating substantive civic dialogue.

What’s your big take away from today? Being part of the conversation is key to implementing many of the ideas which were discussed.
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Put on a massive conference
Agriculture
Sessions Include:

THE GLOBAL IMPACT OF IOWA AGRICULTURE
Experts ethnically diverse in the global food and commodities ecosystem, and track the opportunities and challenges of the future, including the impacts of growing crop and livestock production for the future global population. This new session will be designed to inform attendees of the impacts of global socioeconomic and environmental changes on agriculture. (1 hour)

THE NEXT GENERATION OF IOWA FARMERS
In spite of well-publicized farm, some young and beginning farmers are getting a new look. Looking at the factors that impact farm, food security applications and resources available for new farmers. (1 hour)

THE LATEST IN SOIL AND WATER CONSERVATION
Comparing and contrasting different conservation methods, including opportunities, potential drawbacks and costs, with an emphasis on reducing water quality and land health while making it work for farmers. (1 hour)

DIVERSIFIED AGRICULTURE
Farming in Iowa isn’t just corn and soybeans. In this session, you will learn about hydroponics, aquaponics, farm to table and more, including the risks involved, market readiness and opportunities for growth. (1 hour)

Energy & Environment Sessions Include:

THE FUTURE OF RENEWABLE ENERGY IN IOWA
We’ll look at the environmental and economic impacts of wind and corn ethanol. Iowa has a heritage in renewable energy, and these same strengths could also be challenges. (1 hour)

CLIMATE CHANGE IN IOWA
What impacts will be felt first, and how will we respond? The latest research from Iowa climate scientists will be presented to answer how we can best adapt. (1 hour)

ENVIRONMENTAL IMPACTS ON HEATH
Water quality, clean air, pollutants and noise - a panel will address impacts on population health, and how this work can help drive economic and social solutions. (1 hour)

Workplace (R)evolution Sessions Include:

WORKPLACE CULTURE CASE STUDIES
We'll work the workplace culture barriers to make better decisions in diverse workplace. Build and experience to help you develop effective workplace cultures in your workplace. (1 hour)

BUILDING A MISSION-DRIVEN CULTURE
A look at ISO 4.0, 5.0 and 6.0, corporate workplace solutions programs and more. Who’s doing the mission and how? (1 hour)

Transportation Sessions Include:

THE FUTURE OF AUTONOMOUS DRIVING IN IOWA
A look at the policy, technology and economic development efforts to attract this emerging industry to Iowa. (1 hour)

HOW CAN WE INCREASE SAFETY?
A look at the implementation of autonomous vehicles on the road, trucking and police technology - what if? How can we make it work? (1 hour)

MEETING IOWA’S INFRASTRUCTURE NEEDS
While Iowa has been working to decrease traffic and aging roads, keeping up with improvements is an ongoing challenge. How do we keep the infrastructure up-to-date and will pay for it? How will Iowa keep up with infrastructure improvements at state revenue remain tight? (1 hour)

K-12 Education Sessions Include:

PREPARING STUDENTS FOR FUTURE JOBS
What skills will be most needed for the future, and how can school prepared for it? Looking at computer science education, technology skills and high school perspectives. (1 hour)

CREATING HEALTHY SCHOOL CLIMATES
How can we reduce barriers to engage all students and faculty in a health school and beyond? Including discussions around student health challenges, stress, nutrition, and more. (1 hour)

EARLY CHILDHOOD EDUCATION AND LITERACY
We’ll look at new education programs and explore policy proposals to support preschool literacy programs. (1 hour)

STEM, REDESIGNED LEARNING ENVIRONMENTS AND MORE
A broad overview of strategies to increase interest in the STEM fields, including efforts in education of the classroom. (1 hour)

Health Care Sessions Include:

THE FUTURE OF MEDICARE IN IOWA
The transition to managed care plans has been one of the biggest health and political changes in Iowa in recent years. Joe states have adopted a new model of healthcare, often with less emphasis on the individual, plus loans from other states that have already made the transition. (1 hour)

POPULATION HEALTH
The transition from fee-for-service to healthcare, focusing on social determinants of health, what big data can teach us, alternative approaches and more. Plus, who pays? (1 hour)

AGING AND CAREGIVING IN IOWA
Iowa’s population is aging, and aging is a major concern in the next decade. Iowa’s expected to increase by 2050-300,000 and many are elderly. Can we handle the care needs of our elderly population and fill the gaps in the social system? What solutions are possible? (1 hour)

HOW WILL NEW TECH RE-SHAPE HEALTH CARE?
Robotics, personalized medicine, big data, machine learning and more are already starting to impact health care, and are poised to make an even bigger mark in the next 10 years. (1 hour)

Regionalisn / Workforce Sessions Include:

WORKFORCE NEEDS OF THE NEXT 10 YEARS
Is the rapid change in technology creating a mismatch between what employers need and what current and new employees can provide? We’ll hear from industry professionals, economists and education experts. (1 hour)

IMMIGRANTS IN THE WORKFORCE
As Iowa’s demographics continue to change, understanding how immigrants could be an integral part of the state’s workforce future. What potential can be released in our current and what economic impact could that have? What should be done to attract immigrants to Iowa? (1 hour)

High Education Sessions Include:

FUNDING HIGHER EDUCATION IN IOWA
Will press for solutions and learn from other states for a fresh approach to this perennial debate. How can we make public higher education in Iowa accessible to all without compromising quality? (1 hour)

WHAT WILL HIGHER EDUCATION LOOK LIKE IN THE FUTURE?
A panel discussion featuring multiple perspectives on how higher education is changing, including traditional teaching, technology impacts and more… and what for the future could look like? (1 hour)

THE VALUE OF THE LIBERAL ARTS IN THE 21ST CENTURY
In a time of increased focus on skills and direct training, college majors and degrees weigh in on the role of liberal arts in the higher education mix of the future. (1 hour)

COMMUNITY ENGAGEMENT AND OUTREACH
An in depth discussion on community engagement and outreach, including partnerships and initiatives that have been developed over the years. (1 hour)
250+ SPEAKERS
80 SESSIONS
8 TRACKS
1 IMPRESSIVE EVENT
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CREATING THEIR FUTURE
SMALL TOWNS LOOK FOR LEVERAGE TO REINVENT THEMSELVES

Homeless kids
HELPING IOWA'S CHILDREN OUT OF POVERTY

Conference coverage
RECAPS — AND SOLUTIONS — FROM AN EXTRAORDINARY IOWA IDEAS
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Monetization

• Sponsorships
• Ads in magazines
• Ads on website
• Ticket sales to events
Tweaks for Year 2

• Symposia events to be virtual
• Magazine to be “paid”
• No expensive keynote speaker
• Conference to be self contained in one location
• Better line up of elected officials, university leaders and business leaders based on success of year 1
Thank you!

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