

# Chicago Collaboration Week

14 – 18 March 2016 - Zagreb / Varaždin / Zadar / Split

Monday 14.03.2016., FORUM Zagreb Congress Centre (Radnička cesta 50)

## 'Creating Collaborative Platforms'

### Agenda

08:45 - 09:15 Registration

09:15 - 09:30 Welcome speech

09:30 - 09:55 Development of collaborative spaces – The Shift, Nicole Vasquez

09:55 - 10:20 Creating productive entrepreneurship eco-systems, Scott L. Steward

10:20 - 10:45 Power, potential and the importance of social media for the success of startups,  
Marina Christos

10:45 - 11:10 Developing an international startup and entrepreneur city, Keith Bradley

11:10 - 11:30 Break

11:30 - 12:30 Parallel sessions with mentors in groups:

- Creating collaboration platforms, Nicole Vasquez
  - *Best case practices in development of collaborative spaces and platforms*
- Creating innovative eco-systems, Scott L. Steward
  - How to develop relationships and build your network of partners
- Social media and the success of start-ups, Marina Christos
  - How to harness the power of social media for market success

12:30 - 13:00 Sharing the conclusions from the groups, Vedran Đidara

13:00 - 14:00 Lunch

14:00 - 15:00 The Behaviors of Success Entrepreneurs, Terra Winston

15:00 - 16:00 Lessons learned – TO DOs back home, Terra Winston

## SPEAKERS



### NICOLE VASQUEZ

Founder, President, and Community Connector  
**The Shift Chicago**

Nicole Vasquez, MBA, is the founder of The Shift, a local coworking and community space in the Uptown neighborhood of Chicago. Her daily mission is to help other people pursue their passions while connecting them to the opportunities and resources needed to achieve their goals. Nicole is **committed to supporting small businesses**, promoting

individuals doing great things in Chicago, and building shared communities through local outreach, collaborative events, and strategic partnerships. Nicole was **named one of the "35 Under 35 Making an Impact in Chicago"**, has won the Community Award from the RedEye Chicago Big Idea Awards, and was a featured guest on the Coworking Success podcast.



### SCOTT L. STEWARD

Co-founder  
**Project Tech Teens, Chicago**

Customer-focused, segmentation-oriented and profit-driven Entrepreneurship Educator and team player with Masters of Science in Integrated Marketing Communications. Proven success in business ownership, entrepreneurship education, and sales and marketing in a personal selling environment. Able to develop and implement effective marketing programs and market research tools to enhance learners penetration and position in existing and new markets, while contributing to overall revenue growth and profitability. Exhibit an optimistic, calm

disposition and a common sense approach to problem resolution. Display strong organizational, interpersonal and presentation skills along with solid follow-through and project management ability. Interact well with account and vendor contacts, senior management, co-managers and staff at all levels of the organization.



### KEITH BRADLEY

Founder/CEO  
**Intrinsyc Consulting**

An Information Technology and Program Delivery professional with more than 16 years of program development and implementation experience. He is an IT solutions content expert with a high-level of commitment to building and managing client relationships through solutions management. With a unique ability to work across industries such as education, non-profit and healthcare, Keith conceives and executes strategies, envision new initiatives, and implement business solutions.



**MARINA CHRISTOS**

Principal  
**Socialty Inc.**

Marina Christos has been working with small and medium sized businesses on their social media since 2011. She founded Socialty, a Chicago-based social media marketing firm, and is well versed in general social media strategy, content marketing, social recruiting, web development, and online presence management. Marina writes quality content to help clients reach their audiences organically. As a content creator, strategist, and speaker, Marina works closely with new businesses in order to optimize their online presence and properly brand themselves through digital and social media marketing.



**TERRA WINSTON**

Principal  
**inTerra Consulting**

Terra Winston, founder of inTerra Consulting, helps her clients *achieve what matters most*. She is a leadership consultant and executive coach with 20 years of internal and external business consulting experience. Terra’s successful approach comes from her unique blend of “hard” and “soft” business skills. She holds a BS in Systems Engineering from the University of Virginia, an MBA from Stanford University, and coaching certification from The Coaches Training Institute and the International Coach Federation. With an expertise in leadership development, facilitation, and coaching, Terra has worked with a diverse set of clients including Google, Merck, Abbott, PepsiCo, Boston Consulting Group (BCG), and the Dallas Cowboys.

**Participants:** Support organizations from Croatia, Slovenia and BiH (incubators, accelerators, technology transfer offices, technology parks, development agencies etc.)

More information: [www.hamagbicro.hr](http://www.hamagbicro.hr)