

MARK YOUR CALENDARS!

2/23/17 **High Tech Happy Hour**
5:00 – 7:00 p.m. @ The Brink Lounge
www.hthh.org

4/13/17 **PechaKucha Night Madison**
“STEM Mayhem x PechaKucha”
7:00 – 9:00 p.m. @ Monona Terrace

Keep in touch!

info@pechakuchamadison.com



[@PechaKucha_MSN](https://twitter.com/PechaKucha_MSN)

PechaKucha Night™
20 X 20 MADISON
IMAGES SECONDS

Event Program

“Myth Busting X PechaKucha”

February 16, 2017

Sponsored by



Craig Werner, UW Department of Afro-American Studies

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Beyond Camelot: The Mythic Memory of the Sixties

From JFK's Camelot to Martin Luther King's "I Have a Dream" speech to protestors spitting on Vietnam veterans, the cultural memory of the Sixties rests firmly on a foundation of politically-motivated myth. This presentation juxtaposes familiar and surprising images of the decade to reveal some of the complications behind the myths.

Jocelyn Harmon, United Way of Dane County

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From Lunchables to Changed Lives – Learning how to market United Way in the face of misperceptions

You probably have a few perceptions about United Way – you've at least heard of us, or maybe you think we're an airline. Maybe you think we do some nice stuff, maybe you think we have too much overhead, maybe you think a place like Dane County doesn't need a United Way. I had a lot of these misperceptions as I made the move from Corporate Brand Management to managing the nonprofit brand of United Way of Dane County. Tonight's presentation brings you on the same journey I went through and hopefully clears up a few myths about this wonderful local institution.

Matthew Pletzer, AmpliPhi

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You can't sell...How you can sell ketchup to someone wearing white gloves, using your watch

Join Matthew Pletzer by debunking the myth that you can't sell. While many people may believe they can't sell, our belief is that they can, they just don't feel comfortable doing so in the way people traditionally think about selling. In this session learn more about the actual psychology of why people buy the way they do and how you can influence people by using your watch to guide your way. Whether you are a salesperson or not, leave this session with new ideas on how to influence others.

Tiffany Mark, Matrix Coworking

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Coworking: Facts vs Fiction

When most people hear the term "coworking" their minds jump straight to tech startups and Ping-Pong tables. But, there's more to coworking than meets the eye. This presentation digs into the heart of the shared space movement, providing a deeper look into one of the world's fastest growing industry.

James Tye, Clean Lakes Alliance

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Healthy Lakes. Healthy Community.

People rely on our lakes for recreation; businesses rely on them for recruitment. The Clean Lakes Alliance knows the more people realize our lakes are the center of our community, the more they will fight for their health. We will take a look at what's being done and what we need to do to ensure lake health in the Yahara Watershed.

Tina Hallis, The Positive Edge

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Can you change your brain? And would you want to?

Recent scientific findings debunk the myth that our brains stop changing once we reach adulthood. This revelation then begs the question, if our brains continue to change throughout our life, can WE direct those changes? If we can, is it possible to tailor our brains in a way that actually improves our quality of life? We will explore these questions, along with related scientific results to consider how all of us can take advantage of our brain "power."

Michael Neelsen, StoryFirst Media Group

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What all truth seekers have in common

There is a lot of debate about facts and truth today, but did you know that truth seekers of all stripes (scientific & artistic) share the same process in their pursuit? Inspired by Arthur Koestler's book "The Act of Creation," this talk will show how all scientific discovery & artistic creativity boils down to a process of combining two or more variables to create something new.

Jules Brovont

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Artificial Intelligence isn't on its way

Let's clear away some common misconceptions about what artificial intelligence is, what it isn't, and what its capabilities are. Are you already using AI without realizing it? Where is AI taking us as a society, and how is it already changing our lives? Scratch the surface of these fundamental questions, and catch a glimpse of how this technology is already beginning to shake the foundations of our civilization.

Egan Heath, Get Found Madison

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What do we actually know about Google's algorithm?

The higher you rank on Google, the more traffic that comes to your website. That means it's worth money to be at the top, which requires Search Engine optimization (SEO). But how many SEO rules of thumb are proven? Some interesting case studies provide insight.

Beer Break

Thank you for attending!