**Emergency Social Data Summit:**



***Thursday August 12, 2010  
Hosted by the American Red Cross***

**#crisisdata**

**AGENDA**

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| 8:30 – 9:00 am | **Coffee, Registration and Roundtable Sign up** |  |
| 9:00 – 9:05 am | **Welcome**  *Live UStream* | **Gail McGovern**, President and CEO,  American Red Cross |
| 9:05 – 9:30 am | **Framing the Issue**  *Live UStream* | **Macon Phillips,** Special Assistant to the President and Director of New Media, White House |
| 9:30 – 9:40 am | **Research: The Expectation Gap**  *Live UStream* | **Suzy DeFrancis**, Chief Public Affairs Officer, American Red Cross  **Trevor Riggen**, Senior Director of Disaster Services, American Red Cross |
| 9:45 – 11:15 am    11:15 – 11:30 am  11:30-11:45  11:45 – 12:25 pm | **Case Study Panels**  *Live UStream*  **Coffee Break**  **Remarks**  *Live UStream*  **Case Study Panels**  *Live UStream* | **Harnessing Collaboration in Emergency, 9:45 – 10:35 am**  Moderator: *Eric Kuhn, CNN*   * *Patrick Meier, Ushahidi* * *Kate Starbird, Project EPIC* * *Melissa Elliott, Citizen*   **The Technology Behind Social Data,  10:40 – 11:15**  Moderator: *Christopher Penn, Podcamp*   * *Andrew Noyes, Facebook* * *Peter Slutsky, Ning*   **Craig Fugate,** *Administrator of the Federal Emergency Management Agency*  **Federal, State and Local Government: Responding to the Challenge**  Moderator: *Amy Morris, Federal News Radio*   * *Jeremy Heidt, TN Emergency Management* * *Merni Fitzgerald, Fairfax County Emergency Management* * *Jack Holt, Department  of Defense* * *Noel Dickover, Department of State* |
|  |  |  |
| 12:25 – 2:15 pm | **Working Lunch : Burning Questions (see below to see examples)**  ***Twitter Chat***  *#crisisdata moderated by Holly Ross and Ike Pigott* | **Roundtable Discussions: Language, Technology and Connecting Responders**   * Discuss the questions * Brainstorm solutions * Pick the top 2-5 solutions * Identify potential stakeholders * Answer the question for these two, “What needs to change in order for this to happen?” |
| 2:00 – 2:15 pm | **Break** |  |
| 2:15 – 3:30 pm | **Finding Solutions**  *Live UStream* | Moderator**: Robert Scoble**, blogger and VP, Customer Advocacy, Rackspace   * *Brian Humphrey, LA Fire Department* * *Gloria Huang, American Red Cross* * *Rachel Weidinger, TECH SOUP* * *Jocelyn Harmon, CARE2* * *Lauren Vargas, Radian6* * *David Almacy, Edelman* |
| 3:40 – 4:30 pm | **Call to Action: The Roadmap Forward**  *Live UStream* | **Heather Blanchard**, Co-founder Crisis Commons Forming a common language   * Technology to aggregate, authenticate and route Emergency Social Data * Responding to Emergency Social Data |

***Potential Burning Questions***

These are some of the burning questions that we plan to tackle at the Emergency Social Data Summit on August 12, 2010.

1. How should emergency social data be aggregated and triaged?
2. Once aggregated how, to whom, and where should emergency social data be reported?
3. Who is the first responder to emergency social data? Who acts on emergency social data?
4. Should emergency social data platform be open source, and if so, how do you safeguard sensitive information?
5. What about authentication of data, how do you determine if what you see is real?
6. What about interoperability? How does the chain between emergency report, aggregation and response work between agencies and platforms? How can whatever system is created be made interoperable?
7. How can we move away from a proprietary view of social data toward a more open-source solution that can evolve with the needs?

***Case Study Panel Descriptions***

**Federal, State and Local Government: Responding to the Challenge**

Government at every level is facing a new challenge. As more cell phones with easy access to social networks proliferate, there has been a rise in the number of incidents where people have requested emergency help from their social networks during a crisis. In this session, we will talk about the current state of affairs, how governments are responding and what else needs to be done.

**Citizen/Media: Harnessing Collaboration in Emergency**

During a crisis, average citizens have often risen to the occasion to help each other and meet needs quickly. From crowd sourcing on technology platforms, to collaborating on solutions, people have used social networks to respond and even save lives. During this panel, we will talk with some of the leaders of the grassroots movements and media that have made a huge impact in response operations and in general awareness about what to do in a crisis.

**Technology: The Technology behind Social Data**

Social networks and search have become much more than entertainment. Many people have come to rely on them during crisis to connect with others and to reach their families when other methods don’t work. In this session we will discuss how some of the biggest companies in social search and networking are addressing this new challenge. We will also look at what else can be done to aggregate requests for help.

***Thanks to our sponsors:***

