You’ve booked your travel, made your hotel reservations, maybe even done a Google search or two about the weather in Gainesville in February. But what can you expect from your experience at frank? Here are a few things you’ll want to know about:

Your Krewe If you haven’t already heard from your Krewe Captain, keep your eyes peeled. You’ll land at frank with an instant network of people who will be your teammates and compadres throughout the gathering. Stay close to them; we’ll be throwing out Krewe challenges throughout the event, and the Krewe that wins the most will be awarded the intensely coveted frank trophy at our closing ceremony.

We have an app! This year, frank will have its very own web app (available at www.frank2015.net). This app will include the agenda for each day, an interactive map of Gainesville, as well as the opportunity to upload your contact information and connect with other franksters. You’ll need the app to vote for the winning research prize winner.

Agenda Your time at frank is action-packed. We have a lot to talk about and we want to make sure you have every opportunity to connect with our community and enjoy the gathering. Your agenda is attached.

Registration opens at 12:30 p.m. Tuesday on the second floor of the Hampton Inn in downtown Gainesville. When you check in, you’ll get your frank swag and passport (a program and name tag all-in-one). You’ll want to wear it at all the frank events so we know you’re one of us. It’s also got coupons for your drinks (caffeinated and otherwise) and meals. Registration will be open every day.

Welcome Rally Getting to town early? Join us for drinks, food and music from the Sh-Booms at our Welcome Rally Tuesday from 5:30 to 7:30 p.m. Shuttles for the Welcome Rally leave at 5:15 from all the frank hotels. And don’t worry if you don’t have a chance to swing by registration before the Welcome Rally, you won’t need your name tag to get in.

The Program Wednesday, February 25, we’ll start at exactly 1 p.m. in the Hippodrome, and as Kristen Grimm always says, “if you’re not early, you’re late.” You won’t want to miss a moment of the opening ceremonies. From 1 to 5:30 p.m. you’ll hear from our speakers. Thursday and Friday mornings, we’ll start with more great content at precisely 9 am. Friday, we’ll start again at 9 am and wrap up by noon. Before we leave, we’ll announce the winners of the frank Prize in Public Interest Communications
Research and the winner of the coveted Most Enthusiastic Krewe trophy.

**Huddles** You’ll have time to connect with franksters who share your interests to talk about the topics that get your blood flowing. You’ll find a list of huddle topics and locations in your passports. And when you step out of the Hipp, you’ll find our helpful frank volunteers waiting on the steps to help guide you to the huddle that interests you most. Our huddles are Wednesday and Thursday, 2:30-4.

**Adventure Hunt.** The inaugural *frank* Adventure Hunt begins Wednesday at 6:30 p.m. You and your Krewe will compete against the rest of the Krewes, as we unravel a series of clues written by journalist and author Tom Shroder. He’s the mastermind behind the Washington Post Hunt, a mass-participation puzzle attended by thousands. Prepare to find clues inside custom popsicles, hang out with pirates and get help from SCUBA divers. We’ll close out our first day together at the Wooly with music from the Roadkill Ghost Choir, dinner and an awards ceremony, of course.

**Street Fair** After a day of great content, we’ll celebrate Thursday night with a Street Fair at 6:30 in the vibrant Bo Diddley Plaza. You’ll enjoy dinner from local food trucks and listen to the vibrant New Orleans-style music of the Preservation Hall Jazz Band and Gainesville artists Flat Land. Although the rest of our events are just for franksters, we’ve invited the community to join us for this night. You’ll find coupons in your frank passport for the food trucks and beer tent.

**After Party** Join us at the Wooly Friday from 12-2 where we’ll celebrate the people who made *frank* happen with tacos and margaritas.

**Ambassadors** Close to 200 students from 12 majors at the University of Florida have volunteered their time to make *frank* great. The ambassadors will be your guides throughout the gathering—look for them in their purple ties or scarves. They’re here to help you find your way and answer your questions.
Music at frank. Catch our Porch Concerts on the steps of the Hippodrome with great local artists ranging from a ukulele choir to *a capella* signers. Want more tunes? We’ll keep posting our hand crafted playlists leading up to frank and will have always them playing in the *frank* lounge.

*frank* lounge. Visit the swank *frank* lounge on the lower level of the Hippodrome. You can watch live streams of what’s happening on onstage so that you can chat while you watch, or charge your devices between sessions. The *frank* lounge is also home to:

- **Office Hours.** Most of our speakers will hold office hours in the lounge during the huddle sessions so that you can continue the conversation. Speaker office hours are concurrent with huddles, and are scheduled for Wednesday and Thursday from 2:30-4.
- **Bookstore.** Want to get a copy of your favorite speakers’ book signed during office hours? We’ll be selling published work from the speakers here.
- **frank Store.** Can’t get enough *frank* swag? Neither can we. You won’t believe some of the fabulous items we found and want to show you.
- **Snacks.** We’ll be serving up fresh and local snacks.

Social media. Being on your phone is socially acceptable at *frank*, as long as you are using the right hashtags. We encourage franksters to post, tweet, send and snap throughout the gathering. During the huddles we’ll be posting our favorite posts and use issue-based tagging on Twitter to expand the conversation to an even larger audience.

We’re so thrilled to have you as part of the frank community, and can’t wait to see you next week.

Frankly,

Ann Christiano

p.s. For those of you who like to study ahead, you’ll find our participant list and a detailed agenda attached.