## Tuesday, February 24

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:30pm-7pm</td>
<td>Registration open</td>
<td>Hampton Inn</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd floor</td>
</tr>
<tr>
<td>5:30-7:30pm</td>
<td>Welcome rally for early arrivals</td>
<td>Depot Park</td>
</tr>
<tr>
<td></td>
<td>Join us in Gainesville’s recently restored train depot for live music from the Sh-Booms and great local food and drinks. Catch a shuttle from the front of any of the frank hotels.</td>
<td>201 SE Depot Ave.</td>
</tr>
</tbody>
</table>

## Wednesday, February 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>9am-5:30pm</td>
<td>Registration open</td>
<td>Hampton Inn</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2nd floor</td>
</tr>
<tr>
<td>9am-5:30pm</td>
<td>frank lounge open</td>
<td>Hippodrome lower level</td>
</tr>
<tr>
<td>12:30pm</td>
<td>Porch concert</td>
<td>Hippodrome front steps</td>
</tr>
<tr>
<td>1pm</td>
<td>Opening ceremonies, featuring:</td>
<td>Hippodrome Main Stage</td>
</tr>
<tr>
<td></td>
<td>The Savants of Soul</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pristine Stringz</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Corey Souza</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Juliana Richards</td>
<td></td>
</tr>
<tr>
<td>1pm-2:30pm</td>
<td>frank talk, featuring:</td>
<td>Hippodrome Main Stage</td>
</tr>
<tr>
<td></td>
<td>Lizz Winstead</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Erin Hart, Spitfire Strategies</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bobby Jones, Millennial marketing expert and author</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sheryl WuDunn, Co-author “A Path Appears”</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sivan Sherriffe, Karel fellow</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Anastasia Khoo, Human Rights Campaign</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Diane McFarlin, Dean, University of Florida College of Journalism and Communications</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Whitney Dow, Documentary filmmaker</td>
<td></td>
</tr>
<tr>
<td>2:30pm</td>
<td>Huddles and office hours</td>
<td>Huddle locations TBA</td>
</tr>
<tr>
<td></td>
<td>Use this as an opportunity to chat one-on-one with speakers or connect</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office hours in frank lounge</td>
<td></td>
</tr>
</tbody>
</table>
with other franksters on topics you care about in informal huddles around town.

4pm-5:30pm  
**frank talk, featuring:**  
- Joel Simon, Committee to Protect Journalists  
- Carlos Roig, Home Front Communications  
- Jim Ross and Jennifer Webber, Jim Ross Consulting and Jennifer Webber Public Affairs and Strategic Communication  
- Jenny Lawson, "The Bloggess"  

Hippodrome Main Stage

6:30pm  
**Adventure Hunt Kickoff**  
Join us for a puzzle hunt with your Krewe that will take you through downtown Gainesville’s bars and parks. Meet Pirate Stan and Scuba Steve and a few other characters along the way.  
Masters of Ceremonies: Mike Foley and Tom Shroder  

The Wooly

8:00pm  
**DINNER and WINNER**  
Join us for dinner, drinks and live music. We’ll also crown the winning Adventure Hunt Team.  

The Wooly

---

**Thursday, February 26**

8am-5:30pm  
**Registration open**  
Hampton Inn  
2nd Floor

8am-5:30pm  
**frank lounge open**  
Hippodrome lower level

8:30am  
**Porch concert**  
Hippodrome front steps

9am  
**frank talk, featuring:**  
- Sophia McClennen, PhD, Penn State University  
- Ann Christiano, UF  
- Viviane Seyranian, PhD, frank Prize winner  
- Taylor Brandon, Karel fellow  
- Chad Boettcher, Participant Media  

Hippodrome Main Stage

10:15am  
**Break**

10:30am  
**frank talk, featuring:**  
- Tom Shroder, Author  
- David Morse, Atlantic Philanthropies  
- Amy Simon, Goodwin Simon Strategic Research  
- Chip Giller, Grist  

Hippodrome Main Stage

11:30am  
**Lunch at Gainesville’s restaurants**  
Check your frank passport for your ticket for lunch at one of our downtown restaurants.

12:30pm  
**Porch concert**  
Hippodrome front steps

1pm  
**frank talk, featuring:**  
- Bobby Jones, Millenial Marketing Expert and Author  
- Rich Neimand and Dave Clayton, Neimand Collaborative  
- John Passacantando, Eco-Accountability Project  
- Brendan Nyhan, PhD, Dartmouth  
- Lizz Winstead  
- Ross Kauffman, Documentary filmmaker  

Hippodrome Main Stage

2:30pm  
**Huddles and office hours**  
Use this as an opportunity to chat one-on-one with speakers or connect with other franksters on topics you care about in informal huddles around town.  
Office hours in frank lounge  
Huddle locations TBA

4pm-5:30pm  
**frank talk, featuring:**  
- Yael Lehmann, The Food Trust  
- Brendan Nyhan, frank Prize winner  
- Anat Shenker-Osorio, Author  

Hippodrome Main Stage
Katie Loovis, GlaxoSmithKline
Ben Jaffe, Preservation Hall Jazz Band

6:30pm
**DOWNTOWN STREET FAIR**
Bo Diddley Plaza

7-10pm
**Flat Land**
Bo Diddley Plaza

**Preservation Hall Jazz Band**
Join us for an open-air street party with food trucks, cocktails, a pop-up parade and live music from Flat Land and the Preservation Hall Jazz Band.
You’ll have tickets for great local food and drink in your passport.

---

**Friday, February 27**

8am-5:30pm  **Registration open**  Hampton Inn
8am-5:30pm  **frank lounge open**  Hippodrome lower level
8:30am  **Porch concert**  Hippodrome front steps
9am  **frank talk, featuring:**  Hippodrome Main Stage
  Yoo-Jin Kang, Karel fellow
  Mark Little, Storyful
  Sarah Bleich, PhD, frank Prize winner
  Ai-Jen Poo, National Domestic Workers Alliance
9:35am-10:10am  **Break**  Hippodrome Main Stage
10:10am-Noon  **frank talk, featuring:**  Hippodrome Main Stage
  Shankar Vedantam, NPR
  David Sleeth-Keppler, frank Prize winner
  Andy Burness, Burness Communications
  Corey Souza, Owner, S-Connection
  Steven Pinker, Author
  Kristen Grimm, Spitfire Strategies; and Ben Milder, Burness
  Closing ceremonies
  We’ll announce the winner of the frank research prize and the most spirited Krewe.
12pm  **frank after party**  The Wooly
  *Got a late afternoon flight? Join us as we celebrate the people who made frank happen with margaritas, tacos and live music.*