Scientific Program

OMICS Group Conferences
Accelerating Scientific Discovery

International Conference on
Computer Graphics & Media Design

July 08-10, 2014 DoubleTree by Hilton Hotel Chicago-North Shore, USA



"Organize your Events at OMICS Group Conferences"

Proposals are invited for organizing Symposia/Workshops at OMICS Group Conferences or OMICS Group will sponsor small events at your universities in related areas under the title of your own. These proposals can be sent to respective conference mail ids or to *symposia@omicsonline.org*

OMICS Group Conferences
5716 Corsa Ave., Suite 110, Westlake Los Angeles, CA 91362-7354, USA
Phone: +1-650-268-9744, Fax: +1-650-618-1414, Toll free: +1-800-216-6499
Email: *computergraphics2014@omicsonline.net*

Day 1 July 08, 2014

08:00-09:00 Registrations

Berlin

09:30-09:50

Opening Ceremony

09:50-10:00 Introduction

Keynote Forum

10:00-10:30 **The past 100 years of the future: User-experience design in science-fiction movies and television**
Aaron Marcus, Aaron Marcus and Associates, Inc. (AM+A), USA

10:30-11:00 **Making the right things happen with carrots, sticks, social media and sales**
Mike O'Neil, Integrated Alliances, USA

11:00-11:30 **How to compute with communication**
Lindsey Carnett, Marketing Maven Public Relations, Inc., USA

Coffee Break 11:30-11:40 @ Foyer

11:40-12:10 **Google Analytics For Marketers**
Michelle L. Jacobs, Co-Founder, Alight Analytics, USA

12:10-12:40 **Leveraging social media in a business World**
Lorraine Duncan, Biz Gone Social, USA

12:40-13:10 **Humanize your corporate content**
Nicole Hudson, Inbound Lead Solutions, USA

Lunch Break 13:10-14:00 @ Athens

Track 3: Animation Simulation
Track 4: Embedded and Portable Computing
Track 5: Interactive Environments
Track 8: Social Media

14:00-14:20 **Using interactive multimedia to create game-based learning environments**
Jade Yang, Purdue University-Calumet, USA

14:20-14:40 **Why are programming skills important to succeed in computer graphics and how to stimulate interest in programming?**
Magesh Chandramouli, Purdue University Calumet, USA

14:40-15:00 **Wordplay: A method for developing icon-based logo concepts**
Timothy A Frame, Tim Frame Design, USA

15:00-15:20 **Social media and content marketing for lead generation**
Nicole Hudson, Inbound Lead Solutions, USA

Coffee Break 15:20-15:30 @ Foyer

Workshop

15:30-17:30 **Mobile user-experience design and persuasion design**
Aaron Marcus
President and Principal Designer/Analyst, Aaron Marcus and Associates, Inc. (AM+A), USA

17:30-18:00 **Panel Discussion**

18:00-19:00 Cocktails sponsored by **Journal of Information Technology & Software Engineering @ Athens**

Day 2 July 09, 2014

Berlin

08:00-09:00 **Registrations**

Keynote Forum

09:00-09:30 **The New Reality of B2B Branding in the Digital Age**
Debra Zahay, Aurora University, USA

09:30-10:00 **The future of markting design: markEDing®**
Lorrie Thomas Ross, Web Marketing Therapy, Inc., USA

10:00-10:30 **Conversational Design: The Language and Practice of Design Thinking**
Deborah Cane, Knowledge Architect at ADMCi,USA

10:30-11:00 **Mobile and the Omni-channel customer**
Matt Hertig, Co-Founder, Alight Analytics, USA

Coffee Break 11:00-11:10 @ Foyer

Workshop

11:10-13:10 **Five Factors for Web and Social Media Design Success**
Lorrie Thomas Ross, Web Marketing Therapy, Inc., USA

Lunch Break 13:10-14:00 @ Athens

Workshop

14:00-16:00 **Ways to increase online sales through content marketing**
Lindsey Carnett, Marketing Maven Public Relations, Inc., USA

16:00-16:30 **Panel Discussion**

16:30-17:30 Cocktails sponsored by **Journal of Computer Science & Systems Biology @ Athens**

Day 3 July 10, 2014

Venice

09:00-10:00 **Registrations**

Track 6: Print Media
Track 7: Brand Media and Digital Media
Track 8: Social Media
Track 9: Gaming Media

10:00-10:20 **Make your words work for You: How to drive a positive return on content (ROC)**
Lindsey Carnett, Marketing Maven Public Relations, Inc., USA

10:20-10:40 **Designing rewarding graphical user interfaces for mobile**
Heather Ford, Float Mobile Learning, USA

Coffee Break 10:40-10:50 @ Foyer

10:50-11:10 **Social media-Do's and Don'ts**
Shelia Marable, Sullivan College of Technology and Design (SCTD), USA

11:10-11:30 **Inbound marketing**
Amber Fehrenbacher, Lift Division, USA

11:30-12:00 **Panel Discussion**

Lunch Break 12:00-13:00 @ Athens

Workshop

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Bookmark your dates

OMICS Group Conferences
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2nd International Conference on
Digital Marketing & Media Design

September 21-23, 2015 San Antonio, USA



OMICS Group Inc.
2360 Corporate Circle, Suite 400
Henderson, NV 89074-7722, USA
Ph: +1-888-843-8169
Fax: +1-650-618-1417
omicsonline@omicsonline.com

OMICS Publishing Group
5716 Corsa Ave., Suite 110, Westlake
Los Angeles, CA 91362-7354, USA
Ph: +1-650-268-9744
Fax: +1-650-618-1414
omicsonline@omicsonline.us

OMICS Group
SEZ Unit, Building No. 20, 9th Floor
APIIC Layout, HITEC City
Hyderabad-500081, AP, INDIA
Ph: 040-40131823, 040-47482222
omicsgroup@omicsgroup.org

Toll free
USA & Canada: +1-800-216-6499
Australia: +1-800-651-097
Europe: 0805-080048