

## Interactive Bulletin for Ursinus College Innovators



The current state of retail is at a crossroads. The physical experience has become limited and businesses are depending on their online channels more than ever. But is the current online experience enough? As extended reality pushes the boundaries of what is considered “reality”, the future of tomorrow is beginning to look more like the future of today. See what you can do now to take advantage of emerging technology.

**October 15 @ 4:15 pm - 5:00 pm**



You will hear from the co-founder and chief branding officer of Red Antler, Emily Heyward. Emily works closely with founders to develop purposeful, strategic visions for their startups and has led branding efforts for top companies such as Casper, All birds, and Boxed. Listen in as she shares key lessons from her new book “**Obsessed: Building a Brand People Love from Day One**” you’ll learn how to shape authentic messaging that resonates with your audience and to cuts through the digital noise.



Working for an advertising agency in 2020 is nothing like Mad Men. Remove the men in fancy suits and replace them with a vibrant, buzzing work environment filled with creative minds of every kind working on projects for the most interesting clients. Just ask the team at Tierney, one of Philly’s top agencies, with a pretty impressive roster of clients like Comcast, 6ABC, TD Bank, Fine Wine and Good Spirits, and so many more. Join us for a special panel discussion with top members of the Tierney team.

**October 28 @ 5:00 pm - 6:00 pm**

### External Opportunities



#### How Two Dads Are Disrupting Medicine

The co-founders of an organic medicine company talk about their mission to revolutionize the over-the-counter industry.

When longtime friends David Johnson and Max Spielberg were talking about what Spielberg was taking for his allergies, and the medicine they were giving their children to fight fevers and the common cold, the two dads decided to take a closer look at what was actually in those over-the counter (OTC) products.



No matter what your creative passion, there’s an opportunity for you in Philly. Sign up today (for free!) for Create Philly, our annual event for creative majors and college students looking to pursue a creative career path in the Philadelphia region.

**October 22 @ 6:00 pm - 7:00 pm**



Janice Bryant Howroyd’s company started in the front of a rug shop with just a phone, a fax machine, and a lot of hustle. 40 years later, that company is a huge multinational serving some of the biggest Fortune 500 companies in the world. It earns over a billion dollars in revenue, making Janice the first African American woman to start and run a billion-dollar business. Janice talks with Alex about the people who encouraged her down that path, and her realization that being brilliant and owning your brilliance are two different things.



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