UNICON 2012 Workshop
Synthesis:
Co-Creation Activity
**REMINDER: UNICON Workshop Learning Objectives**

- Deeper understanding of what is (and what is not) social media – separate myths from reality
- Strategies to avoid common pitfalls and minimize risk in the domain of social media
- Best practices for using social media to generate value in executive education
- Ability to identify opportunities for applying social media creatively and effectively in your executive education organization
Synthesis of Learning: Co-creation Activity

1. In groups, visit breakout rooms and share takeaways, watch outs, and open questions. Identify top 3 (in each category below) and write on flip chart paper:
   – Takeaways
   – Watch outs (risks)
   – Open questions
   [40 minutes]

2. Return to Room 1210, and post flip chart paper to wall. One person from each group briefly describes:
   – Your insights on takeaways, watch outs, open questions.
   [5 minutes maximum per group X 8 groups]
Day 2 Wrap Up