

Sunday, March 28, 2010

Know how to fix the auto industry? Now it's your turn to speak -- or just listen

Ignite brings automotive theme to OU campus April 22

In Michigan, we have witnessed the systematic unraveling of an industry that has been close to the center of the American culture and economy for over a century. We awash in analysis and opinions from Wall Street, the boardrooms, the press and every other pundit in between. To be frank, hearing the authoritative opinions is getting tiresome. We are desperately in need of new, out-of-the-box thinking.

Innovation comes from many places. Sometimes ideas catch on and sometimes they don't, but the idea must be there in the first place. It's time to let the Geeks have the stage.

So, if you are a Geek with perspective on **any** aspect of the Automotive Industry we'll give you the floor for exactly five minutes to tell us your story. Imagine that you're on stage in front of an audience of hundreds of people, doing a five-minute presentation of 20 slides that auto-advance every 15 seconds, whether you're ready or not. What would you do? What would you say? Could you stand the pressure?

On Thursday, April 22, in the Oakland Center Banquet Rooms on Oakland University's campus in Rochester, Michigan, Ignite Automotive will give a select group of Michigan Geeks the stage to present their best ideas for fixing what's wrong with our industry. The entire industry is up for grabs: engineering, design, human resources, transportation, manufacturing, finance, administration ... whatever.

What is Ignite?

Ignite is fast-paced, fun, thought-provoking, social, local, global—Ignite is all of these and more. Ignite began three years ago in Seattle. It's slowly creeping across the country Ignite Automotive at OU is the fourth such event in Michigan. Previous Ignite events have been held this year in Ann Arbor, Detroit and Lansing.

Run by local volunteers who are connected through the global Ignite network, Ignite is a force for raising the collective IQ and building connections in each city. And, via streaming and archived videos of local talks, local Ignites share all that knowledge and passion with the world.

The CIBRE (Center for Integrated Business Research and Education) at OU's School of Business Administration together with Edict Incorporated and the Society of Automotive Analysts are sponsoring the Ignite Automotive event at OU.

Get involved – or just come to listen

If you think the automotive industry is screwed up and have an idea how to fix it, sign up to speak here:
<http://www.igniteautomotive.org/speak.html>

For tickets; <http://www.igniteautomotive.org/tickets.html>

More Information: www.igniteautomotive.org.

SUMMARY

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Article Start Date: Sunday, March 28, 2010