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## Next Round of ICE Talks Brings Marketing & Brand Experts

Winthrop University

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# Next Round of ICE Talks Brings Marketing & Brand Experts

## Quick Facts

- The newest ICE talks will be Feb. 9 and 16 at 7 p.m. in Dina's Place.



ROCK HILL, SOUTH CAROLINA — Winthrop University and the Knowledge Park Innovation Center continue sparking conversations about creativity, community, entrepreneurship and engagement with two special presentations this month.

On Feb. 9 and 16, the **Innovate, Create, Engage (ICE)** program will bring two career and marketing experts to campus:

- **“A Life in the Arts—Ten Big Ideas on Career and Financial Success”**; Feb. 9, 7 p.m., [Dina's Place](#), DiGiorgio Campus Center.

**David Cutler**, one of the world's leading voices on arts leadership and entrepreneurship training, will discuss methods to help artists in all disciplines thrive, especially when advances in technology have changed the game. Cutler has offered workshops at the Juilliard School, the New World Symphony Orchestra and Italy's soundSCAPE Music Festival.

- **“Artists, Activists, and Anthropologists — the Rise of Storytellers in Business”**; Feb. 16, 7 p.m., Dina's Place

**Mike Compton** will share how people's stories can be used in the designing of products and services, building brands and growing businesses. He has spent more than 20 years at the senior level of consulting in strategy, researching, marketing, innovating products and brand building. He is a partner at Alloy, a research and brand strategy firm.

Both presentations will be followed by a reception at 8:15 p.m. in the lobby of the DiGiorgio Campus Center.

ICE is modeled after Microsoft's popular TED (Technology, Entertainment, and Design) talks, in which experts from multiple fields share their ideas through brief powerful talks.

Funding for the project was secured through a grant from the S.C. Department of Commerce for the Knowledge Park Innovation Center, submitted by the city of Rock Hill Economic Development Corporation in conjunction with Winthrop, York Technical College, Comporium, the city and other partners.

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