



**TOMORROW**

AUGUST 18, 2022 | COLUMBUS, OH

# 2022 Innovation LIVE!

## Are you ready to show the Midwest Region your INNOVATIVE EDGE?

Each year, CIO Tomorrow showcases talented and forward-thinking regional companies in our "Innovation LIVE!" program segment. This year we will share more innovations from local companies in a fresh and interesting way.

So bring your A-game and join us on TikTok to embrace a new way of connecting with the tech community at large.



### INNOVATIONS

#### Call for Submissions:

The CIO Tomorrow Planning Committee is calling for submission for companies to share their innovations at our annual tech conference on Thursday, August 18.

In order to spur creativity, this years innovation videos will be created and submitted via [TikTok](#). This is a great way for companies to spur cross-generational conversations as for many TikTok is a new medium.

#### INNOVATION TIKTOK VIDEO BASICS:

- Post your innovation video to your company's TikTok account between [July 15 to Aug 1](#) with hashtags #CIOTomorrow, #OhioInnovates, and #SiliconHeartland.
- Once posted, please use our online form to submit your video directly to CIO Tomorrow for review.  
>> [Access our Innovation Video Submission Form](#)
- Encourage your network to view and "like" your TikTok innovation video.
- Videos with the most "likes" will be recognized and show at CIO Tomorrow on Thursday, August 18 and online at CIO-Tomorrow.com after the conference.
- To get you started, view our sample TikTok innovation videos to get some inspiration in making your video.  
>> [OSU Innovation TikTok Link](#)  
>> [Cardinal Health Innovation TikTok Link](#)
- If your team is unfamiliar with TikTok, please find a mentor in your organization who uses TikTok and ask them to help you.

VISIT OUR WEBSITE FOR FULL CONFERENCE DETAILS:

[CIO-Tomorrow.com/innovationlive.html](https://CIO-Tomorrow.com/innovationlive.html)

### DANCE CHALLENGE

#### Call for Submissions:

In order to have some fun and draw attention to the upcoming CIO Tomorrow conference, we'd like to throw down the [CIO Tomorrow Dance Challenge](#). Let's show the rest of the world how much fun our technology community is!

#### DANCE CHALLENGE TIKTOK VIDEO BASICS:

- Post your dance challenge video to your company's TikTok account between [July 1 to July 15](#) with hashtags #CIOTomorrow, #OhioInnovates, and #SiliconHeartland.
- Once posted, please use our online form to submit your video directly to CIO Tomorrow for review.  
>> [Access our Dance Challenge Video Submission Form](#)
- Encourage your network to view and "like" your TikTok dance challenge video.
- Videos with the most "likes" will be recognized and show at CIO Tomorrow on Thursday, August 18 and online at CIO-Tomorrow.com after the conference.
- To get you started, view our sample videos and our instructional video/PDF to learn how to create your TikTok dance challenge video.  
>> [OSU Dance Challenge Link](#)  
>> [CIO Forum Dance Challenge Link](#)  
>> [Cardinal Health Dance Challenge Link](#)  
>> [Dance Challenge - Instructional Video](#)  
>> [Dance Challenge - Instructional PDF](#)
- If your team is unfamiliar with TikTok, please find a mentor in your organization who uses TikTok and ask them to help you.

HAVE QUESTIONS? Contact CIO Challenge Team at [cioTikTokChallenge@gmail.com](mailto:cioTikTokChallenge@gmail.com)