



FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Aaron Kiel
ak PR Group
919-325-3358 – Office
310-699-4805 – Cell
akiel@akprgroup.com

HOW Design Live, May 4 – 8, Covers the Hottest Topics for Designers, Creative Marketers; Feb. 3 Is the Early-Bird Deadline

World-Renowned Event Forges Connections Among Marketing Pros, Brand Managers, Graphic Designers and Other Creatives

NEW YORK (Feb. 2, 2015) — The brightest minds from the creative and graphic design community will share new ideas, new sources of inspiration and new skills at [HOW Design Live](#) (@HOWbrand - #HOWLive), May 4 – 8 in Chicago, Ill. The five-day event, taking place at the Hyatt Regency Chicago, is the biggest, most inspiring, educational and talked-about design event anywhere in the world.

Conference details and registration are at howdesignlive.com (register by Feb. 3 for the best early-bird rate, or check the website for other upcoming early-bird deadlines).

Some of the key themes of the upcoming [HOW Design Live](#) include: Innovation, Novelty, Creativity, Interactive Design, Freelance, Design Strategy, Branding, Career Advice and Thought Leadership, among others.

Highlights of Key Topics at HOW Design Live 2015 Include:

- **Tales From the Trenches – Lessons Learned from Leading Design at Netscape, Yahoo and Google:** In this session, [Khosla Ventures](#) Operating Partner Irene Au (@ireneau) – who has worked with some of the most important and celebrated consumer Internet companies over the last two decades – will share personal stories from her career. She'll offer valuable lessons, including how to build a design practice in a company that doesn't "get it," how to hire designers when the CEO shuts down the headcount, and how to work with engineers that "know it all."
- **Idea Networks and Media Bosons – Finding + Harnessing Creativity:** In this session, Faris Yakob (@faris) will share how anyone can be inspired by knowing what ideas are and how to have them. Yakob, the founder of [Genius Steals](#), A Strategy & Innovation Consultancy, will explore practical approaches to universal creativity. He'll discuss: how talent imitates, genius steals; why originality is a myth; how to have better ideas; and how brands and people should behave in a world of infinite content.
- **Break the Rules! Unleash Your Creative Anarchist:** Presenter Denise Bosler (@DeniseBosler), principal of [Bosler](#), will discuss when it's appropriate and necessary to break the design rules that have influenced designers since they were in school. Bosler will also share how to throw design caution to the wind with on-the-spot creative exercises, infused with strategies, tips and trends for rethinking how to approach design.

- **Nimble – Thinking Creatively and Strategically in the Digital Age:** Speaker Robin Landa (@rlanda), distinguished professor of the [Robert Busch School of Design, Kean University](#), says that in today's digital age, many graphic designers need to be interdisciplinary storytellers, to engage people across media channels. In this session, Landa will share how to generate concepts that take various forms for a campaign or program, ranging from print and social media to websites, mobile apps and web platforms, and relate each piece through strategy, voice and design.
- **Marketing Your Freelance Business: What Works and How to Stick to it:** Tom Tumbusch (@WordStreamCopy), freelance copywriter of [WordStreamCopy](#), and Laura Foley (@LMFDesign), creative director with [Laura M. Foley Design](#), are veteran freelancers. In this session, both will reveal the self-promotion techniques that have dramatically changed their careers, and how they stay accountable for getting jobs done. Attendees will understand the difference between pounding the pavement looking for gigs and being a "client magnet."
- **Bossy Pants – Making the Transition from Designer to Design Leader:** Glenn John Arnowitz, director of creative Services with [Pfizer](#), believes many in-house designers climb through the ranks and then one day become the boss – totally unprepared and without any aptitude or prior training. Arnowitz will trace his own journey from designer to design director and discuss the core competencies and skills needed to successfully manage projects, processes and lead a team of corporate creatives.
- **Taking the Brand Outside:** HOW Design Live speaker Michael Bierut (@michaelbierut), partner at [Pentagram](#), along with Robin Colangelo, global director of creative services at [White & Case](#), say a total company rebrand is no easy feat. But add an outside design firm to the in-house mix, and challenges can soar to new heights. Bierut and Colangelo will reveal how elite international law firm White + Case's in-house team merged talents with the world-renowned Pentagram for a seamless brand update.
- **Leading, Teaching and Inspiring the New Generation of Creative Nomads:** Petrula Vrontikis (@vrontikis), professor, [Art Center College of Design](#), will share how economic and environmental changes are forcing Millennials to return to adaptation methods employed by nomadic ancestors. In this presentation, Vrontikis will explore present-day nomadism as manifested in the social, personal, professional, educational and economic aspects of people's lives. This session looks at how young individuals and organizations must embrace and benefit from the instability that arises from rapid change, if they intend to thrive.

At [HOW Design Live](#), attendees can customize their personal agenda, picking from sessions like these, as well as workshops and social events that help fulfill their goals. Visit [howdesignlive.com](#) to sign-up for HOW Design Live (early bird rates available), or e-mail howdesignlive@fwmedia.com to inquire about attending, sponsoring or exhibiting.

About F+W, A Content + eCommerce Company

[F+W](#), the company behind [HOW Design Live](#), is an enthusiast-focused Content and eCommerce company, serving 20 Million consumers annually via the Company's print portfolio, ecommerce stores, extensive online education programs, trade and consumer events, popular consumer catalog brands, nationally-broadcast TV programs and more, all in service of passionate niche communities of professionals. ([fwcommunity.com](#))

###

Note to Editors: Press passes, artwork, interviews may be requested.