FOR IMMEDIATE RELEASE

MEDIA CONTACT:
Aaron Kiel
ak PR Group
919-325-3358 – Office
akiel@akprgroup.com

HOW Design Live Presents 101 Inspiring Ideas for Creative Professionals in Design, Branding and Marketing

New White Paper Shares Insights from the Creative Community, Speakers of HOW Design Live 2015, May 4 – 8, Chicago

NEW YORK (March 31, 2015) — HOW Design Live released a new white paper, "SOAR: 101 Inspiring Ideas for Creative Professionals in Design, Branding & Marketing." The free white paper (#SOARwithHOW) offers valuable advice and tips from some of the top creative minds in design, branding and marketing.

To download "SOAR," visit howdesignlive.com/soar-whitepaper.

HOW Design Live (@HOWbrand - #HOWLive), the biggest, most inspiring, educational and talked-about design event anywhere in the world, takes place May 4 – 8 in Chicago, Ill. at the Hyatt Regency Chicago. Through its education program, exposition and networking events, HOW offers both the inspiration to rekindle one's passion for creative work, plus the tactical, take-home information needed to achieve and advance a career.

HOW Design Live details and registration are at howdesignlive.com (register early for the best rates).

Topics in HOW Design Live's "SOAR" white paper include:

- **"Build a Team of Thought Leaders, Not Craftsmen – And Other Creative Tips"** by Alex Center, Lead Designer at The Coca-Cola Company
- **"Realize Boundless Inspiration with These Great Ideas"** by Sonja Rasula, Founder and CEO of Unique USA, CAMP and The Unique Space
- **"Have Fun! It's the Only Important Measure of Your Professional Success"** by Andy Epstein, Invangelist, The BOSS Group and Cella
- **"To Embrace and Benefit from Rapid Change: Master These Key Attributes"** by Petrula Vrontikis, Creative Director and Owner of Vrontikis Design Office, Professor at Art Center College of Design
- **"Tap into the Left Side of Your Brain to Excel at Those Strategic and Management Challenges"** by Andy Brenits, Creative Services Leader at APS, President of the Board of Directors at InSource, Adjunct Professor, Design Management and Brand Strategy at the Art Institute of Phoenix

- **"Prepare Your Imagination – Think Critically and Creatively"** by Robin Landa, Author of *Nimble: Thinking Creatively in the Digital Age*, Distinguished Professor at Robert Busch School of Design

- **"Focus on Stories That Engage and Build Bonds"** by Lisa Colantuono, Co-President of AAR Partners, Co-Founder of Access Confidential

- **"10 Commandments for Creatives"** by John T. Meyer, CEO and Co-Founder of Lemonly

- **"Be Bold, Find Time to Be Inspired, Don't Neglect Personal Projects"** by Justin Ahrens, Principal and Creative Director of Rule29, Author of *Life Kerning: Creative Ways to Fine Tune Your Perspective on Career and Life*

- **"5 Things You Can Do to Get Paid Faster"** by Katie Lane, Attorney and Negotiation Coach at WorkMadeForHire, Instructor at AceFreelancer

- **"Reduce Self-Doubt That Blocks Your Creativity"** by Sam Harrison, speaker and best-selling author on creativity-related topics and presentation skills

- **"Are You Pitching to an Influencer or the Decision Maker?"** by Douglas Davis, Principal of The Davis Group LLC, Associate Professor of Design at New York City College of Technology

- **"Target Prospects in 'Hungrier' Markets"** by Ed Gandia, Co-Author of *The Wealthy Freelancer*, Founder of International Freelancers Academy, host of the High-Income Business Writing podcast

- **"Find Your Inner Buddha – And Other Philosophies"** by Cheryl Heller, Founding Chair of the first MFA program in Design for Social Innovation at SVA, Founder of the design lab CommonWise

- **"See Typography in New Ways"** by Dr. Shelley Gruendler, Founder of Type Camp International, Inc.

- **"Collaborate – Let Things Flow"** by Ted Vadakan and Angie Myung, Founders of Poketo

- **"The Riches Are in the Niches"** by Laura Foley, the Cheater of Death by PowerPoint

- **"Where Can Designers Find Good Writers?"** by Tom N. Tumbusch, Freelance Copywriter, WordStreamCopy, Inc.

- **"Think in a Spectrum of Experiences"** by Jason Pamental, Lead UX Strategist, Fresh Tilled Soil

- **"Remember: You've Got Superhuman, Telescopic, Infrared, Bionic Gifts"** by Ed Roberts, Creative Lead at ElectriCities

- **"In-House Tips & Tricks: Prioritize! Lose the 'Tude! Make it Happen!"** by Robin Colangelo, Global Director of Creative Services at White & Case, Vice President of InSource, Writer of the Two-Minute Tips

- **"Catch More Flies with Honey"** by Megan Mead, Art Director, Designer, Speaker

- **“Generate Publicity as a Designer”** by Sarah Lawrence, Lead Designer and Design Editor at *Paste Magazine*

Visit howdesignlive.com to sign-up for HOW Design Live (register early for the best rates), 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)

# # #

Editors: Press passes, artwork, interviews may be requested. Email akiel@akprgroup.com.