



### **Wednesday, June 22nd, 2011**

2:00 pm - 3:15 pm	<b>Welcome and Opening Keynote: Decoding the Meaning of Design (Dieline)</b>
3:30 pm - 4:30 pm	<b>Color Strategy, Forecasting and Expressions (Dieline)</b>
4:45 pm - 5:45 pm	<b>Being First: Lessons from Packaging's Past (Dieline)</b>
5:45 pm - 6:45 pm	<b>Happy Hour (Dieline)</b>

### **Thursday, June 23rd, 2011**

8:00 am - 8:50 am	<b>Breakfast Roundtables</b>
9:00 am - 10:00 am	<b>Designing for Icons (Dieline)</b>
10:15 am - 11:15 am	<b>Designing Holistically: Harmonizing Graphics &amp; Structure (Dieline)</b>
11:30 am - 12:00 pm	<b>Freeing the Siren: A Look at the Starbucks Brand Evolution (Dieline)</b>
12:15 pm - 12:45 pm	<b>How Designers (and Design Thinking) Solve Real Business Problems (Dieline)</b>
12:45 pm - 2:15 pm	<b>Lunch on your own</b>
1:00 pm - 1:30 pm	<b>The Future of Freelancing (CFC)</b>

1:30 pm - 3:00 pm	<b>To Plan or Not to Plan? (CFC)</b>
2:15 pm - 3:15 pm	<b>Design Thinking? How About Design Living? (Dieline)</b>
3:30 pm - 4:30 pm	<b>Unlikely Inspiration (Dieline)</b>
3:30 pm - 5:00 pm	<b>Being a 24/7 Creative Pro (CFC)</b>
4:45 pm - 5:45 pm	<b>Challenging the Future of Food with Design (Dieline)</b>
5:00 pm - 6:30 pm	<b>Happy Hour (CFC)</b>
6:30 pm - 7:30 pm	<b>In the Trenches (CFC)</b>

## **Friday, June 24th, 2011**

8:00 am - 8:50 am	<b>Breakfast Roundtables</b>	<b>Designing Courage – Seattle’s Best Coffee’s Inside Story of an Unexpected Partnership (Dieline)</b>
8:00 am - 12:00 pm		
9:00 am - 9:30 am	<b>Using Public Relations to Position Your Design Firm Beyond the Price Wars (Dieline)</b>	
9:00 am - 10:15 am	<b>Intro to Marketing for Freelancers (CFC)</b>	<b>How to Fail at Marketing: Advanced Techniques for Freelancers (CFC)</b>
9:00 am - 12:00 pm	<b>Escape the Tri-Fold Funk C Effective Brainstorming for Vector Basic Training S W Pitch Perfect™: Never Be A Deer in Headlights Again B IH (extra fee required) Designers C IH (extra fee required) (extra fee required) F MC ST (extra fee required)</b>	
9:45 am - 10:15 am	<b>The Perfect Face: Custom Type for Specialty Food Packaging (Dieline)</b>	
10:30 am - 11:30 am	<b>Brand Thinking and Other Noble Pursuits (Dieline)</b>	
10:45 am - 12:00 pm	<b>Basic Money Management Strategies for Freelancers (CFC)</b>	<b>I Want to Make a Million Dollars! (CFC)</b>
11:45 am - 12:45 pm	<b>Exploring The Package Design Process (Dieline)</b>	
12:00 pm - 2:00 pm	<b>Lunch on your own</b>	
12:00 pm - 2:15 pm	<b>Lunch on your own</b> <i>(actual times dependent on session selections)</i>	
12:15 pm - 1:45 pm		

12:45 pm - 2:15 pm	<b>Lunch on your own</b>			
1:00 pm - 5:00 pm				
2:00 pm - 3:15 pm	<b>Becoming a Hired Gun (CFC)</b>			
2:00 pm - 5:00 pm	<b>Photographing People, Places and Things C (extra fee required)</b>	<b>Caffeine for the Creative Team: Turning Brainstorming Into Brainsqualling C IH (extra fee required)</b>	<b>Hard-Core User Tips: InDesign™ S (extra fee required)</b>	<b>How to Launch a Project on Time &amp; Under Budget B F IH (extra fee required)</b>
2:15 pm - 3:15 pm	<b>? (That's right--this session is actually entitled "Question Mark") (Dieline)</b>			
3:30 pm - 4:30 pm	<b>The Dieline Package Award Ceremony (Dieline)</b>			
3:45 pm - 5:00 pm	<b>Round Up! (aka: I Went to CFC, Now What?) (CFC)</b>			
4:30 pm - 6:30 pm	<b>HOW Design Live Networking KickOff</b>			
5:00 pm - 6:30 pm	<b>HOW Design Live Networking KickOff</b>			
5:00 pm - 6:30 pm	<b>Dinner on Your Own/HOW Design Live Networking KickOff</b>			
6:30 pm - 8:00 pm	<b>1. HOW Design Live Opening Keynote: Being Available in the Moment (HOW, InHOWse, CFC, Dieline)</b>			
8:00 pm - 10:00 pm	<b>HOW Design Live Opening Reception (HOW, InHOWse, CFC, Dieline)</b>			

## **Saturday, June 25th, 2011**

8:00 am - 8:50 am	<b>InHOWse Networking Breakfast: Coffee and Collaboration (InHOWse)</b>			
8:00 am - 9:00 am	<b>Continental Breakfast/Resource Center Open</b>			
8:15 am - 9:00 am	<b>Design + Email Marketing = Supercharge Your Results</b>			
9:00 am - 10:15 am	<b>What the Future Wants From a Designer (InHOWse)</b>			
9:00 am - 10:15 am	<b>2. Creating the <i>Martha Stewart Living</i> Digital Magazine App for the iPad B C W</b>	<b>3. Galumphing, Goats on Roofs and Other Revelations to Spark Inspiration C IH MC</b>		
10:45 am - 12:00 pm	<b>Managing a Cross-Generational Creative Team (InHOWse)</b>	<b>Make Your Designs Earn Extra Cash!</b>		

10:45 am - 12:00 pm	<b>4. The Creative Process Illustrated: How Big Ideas Are Born C MC</b>	<b>5. The Creative Team of the Future B MC</b>	<b>6. The NEW Web Typography: Where The Sexy Is C MC W</b>	<b>7. Influence in Business Through Design Thinking C MC</b>	<b>8. Creative Stuff: The Comprehensive Bulleted List C MC</b>
12:15 pm - 1:30 pm	<b>The brilliance of the 2011 NVA's in print, by the world renowned Counterspace and HP Indigo</b>				
12:15 pm - 1:45 pm	<b>Lunch with Justin Ahrens</b>	<b>Lunch with Glenn John Arnowitz</b>	<b>Lunch with Shannon Carter</b>	<b>Lunch with Chris Chapman</b>	<b>Lunch with Chris Elkerton</b>
12:15 pm - 1:45 pm	<b>Lunch with Bryony Gomez-Palacio &amp; Armin Vit</b>	<b>Lunch with Allan Haley</b>	<b>Lunch with Jessica Hische</b>	<b>Lunch with Blake Howard</b>	<b>Lunch with Jake &amp; Pum Lefevure</b>
12:15 pm - 1:45 pm	<b>Lunch with Heather Lins</b>	<b>Lunch with Matthew Loyd</b>	<b>Lunch with Kevin McConkey</b>	<b>Lunch with Brian Miller</b>	<b>Lunch with Deborah Morrison</b>
12:15 pm - 1:45 pm	<b>Lunch with Wendy Oldfield</b>	<b>Lunch with Mig Reyes</b>	<b>Lunch with Rochelle Seltzer</b>	<b>Lunch with Jason Cranford Teague</b>	<b>Lunch with Cami Travis-Groves</b>
12:15 pm - 1:45 pm	<b>Lunch with jeffstaple</b>	<b>Lunch with Anne-Marie Concepcion</b>	<b>Lunch with Mark O'Brien</b>	<b>Lunch with Jim Krause</b>	
12:15 pm - 1:45 pm					
12:15 pm - 1:45 pm	<b>Lunch with Donna Farrugia</b>	<b>Lunch with David Link</b>	<b>Lunch with Stefan Mumaw</b>	<b>Lunch with James Victore</b>	<b>Top Secret Adobe Technology Preview</b>
12:00 pm - 2:00 pm	<b>Resource Center Open/Lunch on Your Own</b>				
1:00 pm - 1:45 pm	<b>Becoming a Photo-Finding Phenom</b>				
2:00 pm - 3:15 pm	<b>9. Using the Brand Value Pyramid: Developing More Meaningful Messaging &amp; Stronger Design B DD IH</b>	<b>10. Above the Fold: From Print to Web C DD MC ST W</b>	<b>11. The Creative Side of Growing a Design Business (And Earning Good Money, Too) B F</b>	<b>12. Making Clients Part of the Design Process B IH MC</b>	<b>13. Get Out of Your Rut! C F MC</b>
2:00 pm - 3:15 pm	<b>In-House Optimization: How to Turbo-Charge Your In-House Team (InHOWse)</b>		<b>Revive Print Campaigns With New and Innovative Digital Print Substrates</b>		
3:45 pm - 5:00 pm	<b>Purpose vs Responsibility: How Your Design Prowess Balances the Two (InHOWse)</b>		<b>Digital Printing Essentials: What You Need to Know to Create Top-Notch Print Projects</b>		
3:45 pm - 5:00 pm	<b>14. The Problem with Pro-Bono B DD</b>	<b>15. How the New Kids on the Block Do It C MC</b>	<b>16. Fee + Equity: How to Charge Less and Make More B</b>	<b>17. Critiques: Powerful Tool or Power Trip IH</b>	<b>18. Turning Your Creative Obsessions into Opportunities C MC</b>
5:00 pm - 6:30 pm	<b>Networking/Happy Hour (InHOWse)</b>				
5:00 pm - 6:30 pm	<b>Happy Hour in the Resource Center</b>				
6:30 pm - 7:30 pm	<b>Creating Ideas That Matter</b>				

**Sunday, June 26th, 2011**

7:30 am - 8:30 am	<b>Adobe Abracadabra With Rufus Deuchler, Senior Worldwide Design Evangelist</b>				
8:00 am - 8:45 am	<b>Color Management for Designers</b>				
8:00 am - 8:50 am	<b>Breakfast Roundtables</b>				
8:00 am - 9:00 am	<b>Continental Breakfast/Resource Center Open</b>				
9:00 am - 10:15 am	<b>Advantages and Disadvantages of Chargeback and Allocation Funding Models (InHOWse)</b>				
9:00 am - 10:15 am	<b>19. Who Died and Made You Boss? C</b>	<b>20. Where Ideas Come from and Where They Go C</b>	<b>Don't Let Your Fonts Manage You</b>		
10:45 am - 12:00 pm	<b>From Firefighter to Strategic Partner (InHOWse)</b>		<b>How to Design In Metallics for Generating Revenue with Digital Print</b>		
10:45 am - 12:00 pm	<b>21. Power of the Package DD</b>	<b>22. See Different. Do Different. B DD MC</b>	<b>23. Creative Stuff: The Comprehensive Bulleted List REPEAT C MC</b>	<b>24. Marketing Your In-House Department IH</b>	<b>25. The NEW Web Typography: Where The Sexy Is REPEAT C MC W</b>
12:00 pm - 1:00 pm	<b>Googley Fonts - Custom Type Design as Brand Touchpoint (InHOWse)</b>				
12:00 pm - 2:00 pm	<b>Resource Center Open/Lunch on Your Own</b>				
12:15 pm - 1:30 pm	<b>How eBooks Might Save Book Design</b>				
12:15 pm - 1:45 pm	<b>Publishing to Digital Devices With InDesign CS5.5</b>				
2:00 pm - 3:15 pm	<b>Ask the Speakers (InHOWse)</b>				
2:00 pm - 3:15 pm	<b>26. Cheap Type Tricks C DD MC</b>	<b>27. Secrets to Creating Effective, Compelling and Memorable Design Portfolios MC ST</b>	<b>28. Lead Generation 101: How to Make Your Site Into a Business-Generating Machine B W</b>	<b>29. Make and Sell Your Own Products B DD MC</b>	<b>30. The Un-Guide to Creativity and Brainstorming C IH</b>
3:45 pm - 5:00 pm	<b>31. Letter for a Living C DD MC</b>	<b>32. Alt-Dot-Career B DD MC ST</b>	<b>33. Developing Addictive Experiences for the iPad and Other Interactive Tablets B C DD MC W</b>	<b>34. Design Strategy B F IH MC ST</b>	<b>35. Sketch, Sketch, Sketch C DD</b>
3:45 pm - 5:00 pm	<b>Selling Ideas to Internal Clients and Bosses (InHOWse) Take Adobe Illustrator© To The Third Dimension With EskoArtwork© DeskPack Plugins</b>				
6:00 pm - 7:30 pm	<b>Portfolio Review</b>				
9:00 pm - 11:30 pm	<b>Sunday Night Reception</b>				

**Monday, June 27th, 2011**

8:30 am - 9:30 am	<b>Continental Breakfast/Breakfast Roundtables</b>		
8:45 am - 9:30 am	<b>From Fringe to Mass Market: Once-Underground Trends that have Gone Mainstream (HOW, InHOWse)</b>		
9:45 am - 11:00 am	<b>36. All Your Creativity Questions Answered C</b>	<b>37. How to Build a Better Business B MC</b>	<b>38. Making Your Way in a Digital World W</b>
11:15 am - 12:30 pm	<b>39. HOW Design Live CLOSING KEYNOTE: Fascinate: How to Persuade and Captivate C</b>		