

# Welcome to HOW DESIGN LIVE 2013

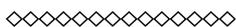
JUNE 22-26 • SAN FRANCISCO

RECHARGE YOUR  
CREATIVE *Tools*



**network**

WITH YOUR  
FELLOW  
CREATIVES



DESIGN A  
**BETTER**  
BRAND

REDISCOVER INSPIRATION



DEVELOP your  
CREATIVE LEADERSHIP

→ BE ←  
*Inspired*

**BUILD** YOUR  
FREELANCE BUSINESS

MOST IMPORTANTLY  
{ HAVE a BLAST }



# HOW DESIGN LIVE

SAN FRANCISCO . JUNE 22-26 . 2013



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Welcome to HOW Design Live, a unique event that combines four powerful design conferences—HOW Design Conference, Creative Freelancer Conference, The Dieline Package Design Conference and InHOWse Managers Conference—into a five-day experience that will help you succeed as a designer, design manager, freelancer or design business owner.

The program is packed with sessions, workshops and networking events to help you anticipate, adapt to and even stay ahead of changes in the industry. Make the most of every second, and you'll discover the tools to help you grow as a creative—not to mention build on your own successes.

In fact, we're pretty sure all you have to do is show up and your curious nature will take over—feeding on the electrically creative atmosphere and driving you to learn, discover and innovate like never before.

**YOUR BADGE IS REALLY, REALLY IMPORTANT.**  
 We already mentioned there are a ton of sessions, workshops and events all happening at the same time. So to make sure you get where you're supposed to be—and that you squeeze every ounce of info out of HOW Design Live—it's very important that you wear your badge at all times (even to breakfast). Replacement badges cost \$35, so guard yours fiercely!

THANKS TO NEENAH PAPER  
 Outside Cover: CLASSIC® Linen Cover, White Pearl, 115C  
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# Conference Hours

## HOW Design Live Bookstore Room 2001, Second Floor

Sunday, June 23	8:30 am – 8:30 pm
Monday, June 24	8:30 am – 6:00 pm
Tuesday, June 25	8:30 am – 6:00 pm
Wednesday, June 26	8:30 am – 1:30 pm

## HOW Design Live Registration Hours Lobby, First Floor

Friday, June 21	2:00 pm – 5:00 pm
Saturday, June 22	7:00 am – 6:00 pm
Sunday, June 23	7:00 am – 8:00 pm
Monday, June 24	7:00 am – 7:00 pm
Tuesday, June 25	7:00 am – 6:00 pm
Wednesday, June 26	8:00 am – 11:30 am

## AIGA SF Design Lounge Lobby, First Floor

Sunday, June 23	8:30 am – 6:30 pm
Monday, June 24	8:00 am – 9:00 am Noon – 6:30 pm
Tuesday, June 25	8:00 am – 9:00 am Noon – 2:00 pm
Wednesday, June 26	8:30 am – 9:30 am



## HOW Design Live Exhibit Hall

### Exhibit Hall, First Floor

Check out the the loads of vendors in the Exhibit Hall —you never know when they'll be able to provide the perfect solution to a tough design or production problem. So gather as many business cards as possible (your badge pouch is a handy place to stash them). And don't forget to stop by the tee shirt booth and pick up your complimentary 2013 HOW Design Live tee designed by Johnny Cupcakes himself!

Sunday, June 23	8:00 pm – 10:00 pm
Monday, June 24	8:00 am – 9:00 am, Noon – 6:30 pm
Tuesday, June 25	8:00 am – 9:00 am, Noon – 2:00 pm

## Pack and Ship

### Business Center, First Floor

Go ahead and load up on swag in the Exhibit Hall and choose your favorite books from the HOW Design Live Bookstore—the Pack and Ship is conveniently located to help you send home all your HOW Design Live goodies!

Monday, June 24	8:00 am – 5:00 pm
Tuesday, June 25	8:00 am – 5:00 pm
Wednesday, June 26	8:00 am – 5:00 pm

join the conversation at #HOWLIVE

JOIN NEENAH AT OUR #WHATMOVESYOU

# CLOSING PARTY

- Legendary live music
- First drink is on us (peek in your ID holder)
- Light munchies throughout
- Act out in costume "What Moves You"
- Photo booth for you and a thousand friends

Moscone West  
Tuesday Evening  
9-11:30pm

Stay connected:    
#HOWLIVE  
#WHATMOVESYOU



# CREATIVE FREELANCER CONFERENCE

SAN FRANCISCO • JUNE 22-24 • 2013



BUILD YOUR  
FREELANCE BUSINESS

## SATURDAY, JUNE 22

8:00 – 8:30 am

**1. Official Welcome to CFC**  
**Ilise Benun**

8:30 – 9:00 am

**2. Hey, We've Been Here Before**  
**Luke Mysse's** signature rant will get you ready for two days of new ideas, new connections and learning how to overcome your freelancing fears.

9:00 – 10:00 am

**3. Integrating Your Values and Your Positioning**

Big Duck's **Sarah Durham** will reveal how identifying and articulating your values can have a profound impact on your work and provide a useful decision-making framework.

10:15 – 11:00 am

**4. What to Expect When You're Freelancing**

Independent journalist and copywriter **Bryn Mooth** will address the common stumbling blocks that all creative solopreneurs face, and share the lessons she's learned in her first two years freelancing.

**5. From the Trenches Panel: How to Grow Into a Small Business**

Learn about staffing, delegating and more with this panel of freelancers who've become owners of small agencies—and lived to tell about it.

11:00 – 11:45 am

**6. How to Stuff 10 Pounds of You-Know-What Into a 5-Day Week (Week After Week)**

Long-time freelancer **Jim Krause** will offer all kinds of ideas and strategies related to juggling business development, creative skill-building and maintaining a happy home life.

**7. Cut the Crap and Start Networking**

Networking and career expert **Dana Manciangli** will help you find new, innovative ways to stand out and develop important connections for business success.

11:45 am – 1:30 pm

**Lunch on Your Own**

1:30 – 2:30 pm

**8. Pitch Perfect™: Never Be a Deer in Headlights Again!**

What's your response when someone asks what you do? In this interactive session, creative coach **Dyana Valentine** will help you develop the perfect elevator speech or project pitch in no time.

2:45 – 3:30 pm

**9. Saving Your Sanity Through Better Client Relations: How to Stop Apologizing, Say No Tactfully and Know When to Shut Up and Listen**

**Alisa Bonsignore** will teach you how to confidently charge what you're worth, strategically use the word "no," and other communication tricks that prevent the schedule creep that can affect the rest of your life.

**10. Promote and Present: How to Speak Persuasively to Current and Future Clients, In Person and Virtually**

As a life-long freelancer who's done hundreds of pitches and presentations, **Jezra Kaye** knows what it takes to win business and satisfy clients. In this session, she'll share her easy-to-use system for talking about your work, and getting the job.

3:30 – 4:30 pm

**11. From-the-Trenches Freelance Panel: The Skinny on Working with Corporate Clients**

Join this panel of freelancers discussing questions like: How should you position yourself to appeal to corporate clients with bigger budgets? Will a corporation hire a freelancer? And are corporate gigs all they're cracked up to be?

4:30 – 5:00 pm

**12. Day 1 Takeaways**

**Ilise Benun** will wrap up Day 1 with an interactive session where you can share what you've learned and hear what your peers learned, too.

5:00 – 6:30 pm

**Happy Hour + Matchmaking for Freelancers + In-HOWse**

Meet actual prospects in corporate marketing/creative departments who are looking for freelancers just like you. Show your portfolio, shake their hands and get their cards! (Note: You must sign up in advance for a spot at a table.)

## SUNDAY, JUNE 23

8:00 – 8:50 am

**Breakfast Roundtables**

Dig deep into your favorite freelance topics over breakfast. Each table will be labeled with a topic and will have an attendee or speaker on hand to get the conversation going.

9:00 – 10:00 am

**13. The Dark Art of Pricing**

**Jessica Hische** will shine a light on creative pricing and reveal how to avoid screwing yourself—and the rest of us—by charging too much or too little.

10:15 – 11:00 am

**14. Making People Love You Madly: Selling Yourself in a Postmodern Marketplace**

**Colleen Wainwright** will show you how to let your glorious creative light shine through in every aspect of your marketing, promotion and services—and have the time of your life doing it.

**15. The Conversion-Focused Website: Creating Websites that Create Business**  
Newfangled's **Mark O'Brien** will review what you should expect from your website and what work you'll need to do on a regular basis to make sure you're getting the most out of it.

11:05 – 12:05 pm

**16. Creatively Legitimate Expenses: Don't Cheat Yourself**

In your search for truth and perfection, have you fallen into the trap of being "scrupulous to a fault?" Tax advisor and accountant **June Walker** will teach you how to avoid cheating yourself out of legitimate deductions and only pay the tax you owe.

12:05 – 1:30 pm

**Lunch on Your Own**

12:15 – 1:45 pm

**InSource Roundtable & Lunch**  
(Extra Fee Required)

At this lunch roundtable discussion, we'll address "The In-house/Outside Agency Relationship: Challenges and Best Practices for Creative Partnership"

1:30 – 2:30 pm

**17. CFC Lab: Freelancers Speak on Their Best Business Practices**

CFC is committed to providing a lab for freelancers to practice the skills they need to succeed. That's why we've given four freelancers 10 minutes each to share their top tips on running their businesses.

2:30 – 3:30 pm

**18. 30 in 60**

The dynamic duo of **Dyana Valentine** and **Jim Krause** will lead this fast-paced tag-team presentation of 30 specific life and work practices that can be used to improve your skills, scope and confidence as a modern-day freelancer.

3:45 – 4:15 pm

**19. Day 2 Takeaways**

**Ilise Benun** will wrap up Day 2 with another interactive session where you'll distill the main takeaways and hear what others are taking away too.

4:15 – 4:45 pm

**20. Where We Going?**

You've attended CFC. Now what? **Luke Mysse's** presentation will book-end the event and provide strategies for carrying the momentum forward beyond the conference.

4:30 – 6:30 pm

**HOW Design Live Networking Kick-Off**

Hosted by The Creative Group, masters of the art of networking, the Kick-Off gives you a chance to meet other creative freelancers, designers, in-house managers and packaging designers as you participate in a fun icebreaking game.

**6:30 – 8:00 pm****HOW Design Live Opening Keynote  
How to Steal Like an Artist**

Based on **Austin Kleon's** best-selling book, *Steal Like An Artist*, this inspiring keynote will teach you how to embrace influence, establish a creative lineage, and think of yourself as a mashup of what you let into your life.

**8:00 – 10:00 pm****HOW Design Live Opening Reception/  
Exhibit Hall Opening  
Sponsored by Mohawk**

The Opening Reception is your first chance to explore the overflowing Exhibit Hall, and it's also a networking opportunity disguised as a party. There will be drinks and snacks.

**MONDAY, JUNE 24****8:00 – 8:50 am****Breakfast Roundtables**

Dig deep into your favorite freelance topics over breakfast. Each table will be labeled with a topic and will have an attendee or speaker on hand to get the conversation going.

**9:00 am – Noon****CFC Workshop: Determine Your Positioning and Find Your Target Market  
(Extra Fee Required)**

In this hands-on, half-day workshop for both freelancers and small firm owners, **Ilise Benun** will teach you how to attract the right clients, develop a positioning statement, determine if a market is viable, and research online to find your best prospects.

**Noon – 1:00 pm****Lunch on Your Own/Exhibit Hall Open****Noon – 4:00 pm****Peer-to-Peer Mentoring**

Take part in informal peer-to-peer mentoring facilitated by **Grover Sanschagrin**, co-founder of PhotoShelter.com. You'll get into small groups with your colleagues, synthesize what you've learned in the first 2 days and plan concrete next steps.

**Noon – 6:30 pm****Exhibit Hall Open**

You spoke and we listened! We've extended the exhibit hall hours so you have plenty of time to check out all that our vendors have to offer, including the cool swag!

**1:00 – 4:00 pm****CFC Workshop: You Don't Know What You Know: Developing Your Content Strategy (Extra Fee Required)**

The most important marketing asset you can have isn't your website, it's your content. **Mark O'Brien** will help you discover what you should be writing about, how often you should write, how articles should be optimally crafted for search engines and more.

**5:30 pm – 6:00 pm****Happy Hour in the Exhibit Hall  
Sponsored by Appleton Coated/  
Utopia/Curious Collection****6:30 – 7:30 pm****Reinventing Your Ideas: How the Little Things Yield Big Results**

**Johnny Earle**, founder of Johnny Cupcakes, shares the inspiring story of how he took his t-shirt brand from the trunk of his rusty car at age 19 to some of the world's most sought-after retail locations.



# IN HOWSE MANAGERS CONFERENCE

SAN FRANCISCO • JUNE 22-24 • 2013

## DEVELOP YOUR CREATIVE LEADERSHIP

All IHMC sessions take place in Room 2009. See the map inside the back cover for directions.

## SATURDAY, JUNE 22

9:00 – 9:15 am

### 1. Welcome and InSource Recognition

9:15 – 10:30 am

### 2. Opening Keynote: FedEx, Corn Sex, Prefrontal Cortex & Other Charms for In-House Hexes

Learn how to employ “hub-and-spoke” engagement, weave ideas through approval mazes, and overcome the obstacle of inhibition with help from popular author and speaker **Sam Harrison**.

10:45 am – Noon

### 3. Bright Lights, Big Future: 5 Trends Affecting Every In-House Creative Team

Develop strategies for successfully collaborating with freelancers and agencies as The Creative Group’s **Donna Farrugia** shares new research on the skills you need to survive as an in-house professional.

Noon – 1:00 pm

### Lunch On Your Own

1:00 – 2:00 pm

### 4. Networking Hour: In-House Up Close and Personal

Make new friends, new insights and new resources for furthering your professional goals during this unique networking opportunity led by creative inspiration evangelist **Stefan Mumaw**.

2:00 – 3:15 pm

### 5. Re-Invention: Staying Fresh Over the Long Haul

LA Metro’s **Michael Lejeune** will help you redefine your clients and your job as you discover ten tips that will delight your creative team and surprise your jaded colleagues.

3:45 – 5:00 pm

### 6. Working with Outside Agencies

In this session **Andy Epstein** will present real-world case studies of in-house/agency failures and successes and discuss how you can establish healthy and productive in-house/agency partnerships.

5:00 – 6:30 pm

### Happy Hour + Matchmaking for Freelancers + InHOWse

Start great working relationships on the spot with all types of freelancers: designers, writers, photographers, illustrators and marketing strategists. See their portfolios, shake their hands and get their cards!

## SUNDAY, JUNE 23

8:00 – 8:50 am

### Breakfast Roundtables

Dig deep into your favorite in-house topics over breakfast. Each table will be labeled with a topic and will have an attendee or speaker on hand to get the conversation going.

9:00 – 10:15 am

### 7. How to Manage a Creative Team

Join **Rena DeLevie** as she discusses Compassionate Management, a management style that encompasses having a warm heart towards people, creativity and process while keeping a cold eye on the bottom line.

10:45 am – Noon

### 8. Chargebacks: A Double-Edged Sword

Cella Consulting’s **Jackie Schaffer** shares the benefits and drawbacks of various funding models, how to validate your chargeback rate and how to make the most of your funding model.

Noon – 2:00 pm

### Lunch On Your Own

12:15 – 1:45 pm

### Lunch with an InHOWse Speaker (additional fee)

Sit down for a boxed lunch with your favorite speaker and eight other attendees for a discussion about the in-house management topics that matter to you.

12:15 – 1:45 pm

### InSource Roundtable and Lunch (additional fee)

Join InSource and fellow attendees for an animated discussion on “The In-house/Outside Agency Relationship: Challenges and Best Practices for Creative Partnership.”

2:00 – 3:15 pm

### 9. In-House Overhaul: A Case Study in Strategic Transformation

Explore the problems **Scott Kirkwood** and **Annie Riker** faced—and the keys to their success—as they changed the perception of their in-house team at the National Parks Conservation Association.

3:45 – 5:00 pm

### 10. Inside In-House: Project Management – Controlled Chaos Panel

Learn customizable project management models as well as workflow tool suggestions from a panel of experts with real-world project management experience. **Andy Epstein** will be at the helm of this must-attend session.

4:30 – 6:30 pm

### HOW Design Live Networking Kick-Off Sponsored by The Creative Group

Meet other designers, creative freelancers, in-house managers and packaging designers as you participate in a fun icebreaking game—it’s a great way to meet a wide variety of creatives.

6:30 – 8:00 pm

### HOW Design Live Opening Keynote How to Steal Like an Artist

Drawing from his best-selling book, **Austin Kleon** will help you embrace influence, establish a creative lineage, and think of yourself as a mashup of what you let into your life.

8:00 – 10:00 pm

### HOW Design Live Opening Reception Sponsored by Mohawk

Explore the overflowing Exhibit Hall, enjoy drinks and snacks, and network to your heart’s content—it’s a networking opportunity in the disguise of a party.

## MONDAY, JUNE 24

8:00 – 8:50 am

### Breakfast Roundtables

Dig deep into your favorite in-house topics over breakfast. Each table will be labeled with a topic and will have an attendee or speaker on hand to get the conversation going.

9:00 – 10:15 am

### 11. The Art of Saying No: Setting Yourself Up for Success

Learn how to say NO in a way that limits conflict and leaves everyone satisfied, as United Pet Group’s **Jim Woods** helps you become a decisive leader with a firm vision.

10:45 am – Noon

### 12. The In-House Survival Guide: Learn to Adapt, Adopt and Join the Evolution

Discover **Glenn John Arnowitz**’s secrets, tips and tricks for navigating the corporate workplace, from getting ahead to dodging creative black holes to staying inspired and desired.

Noon – 2:00 pm

### Lunch on Your Own/Exhibit Hall Open

Noon – 6:30 pm

### Exhibit Hall Open

12:30 – 2:00 pm

### Workshop: Sign-Up, School-Up, Re-Up: An Introduction to Recruiting, Interviewing, Hiring and Professional-Development Best Practices (additional fee)

**Jackie Schaffer** and **Andy Epstein** will discuss best practices and share strategies and tactics for securing and developing great creative talent. They’ll offer interview techniques, team marketing strategies, and templates for performance reviews.

2:00 – 3:15 pm

### 13. Closing Keynote: Be a Laser, Not a Lighthouse

In this inspiring closing keynote, **Todd Henry** reveals how you can provide the clarity, resources, and collaborative framework your team needs to do its best work.

5:00 – 6:30 pm

### Happy Hour in the Exhibit Hall Sponsored by Appleton Coated/ Utopia/Curious Collection

6:30 – 7:30 pm

### Reinventing Your Ideas: How the Little Things Yield Big Results

Get the scoop on Johnny Cupcakes, as founder **Johnny Earle** explains the fundamental connection between the person and the brand and delivers comprehensive blueprints for getting any small company, passion or idea off the ground.

# Studio Tours

Get a behind-the-scenes look at the San Francisco design scene on a HOW Design Live Studio Tour. Both tours feature a wide range of local studios, big and small, modern and traditional—and you'll get to see how each one works, from office flow to meeting arrangements.

Tours will take place on Sunday, June 23 at 8:00 am – Noon and 1:00 pm – 5:00 pm; an additional fee is required. Tour buses will load at the Howard Street Shuttle Bus Zone. AM tours will start loading at 7:30 am and leave promptly at 8:00 am, and PM tours will start loading at 12:30 pm and leave promptly at 1:00 pm.

If you haven't yet signed up for a tour, please check with the registration desk to see if there are any spots available.

## MORNING STUDIO TOUR

JUNE 23, 8:00 AM – NOON



### Hatch Design

Built in 1858, Hatch Design's home base is #27 on San Francisco's historic register. Exposed brick, wood beams, lots of windows and a roof deck with a view of the city greet this staff of 14 when they arrive for work in the morning—not to mention their own wine company, JAQK Cellars, located in the same building.

### frog

frog's San Francisco studio is housed in a renovated warehouse in a classic brick and timber building. Their SoMa (South of Market) neighborhood is home to many of the country's design and tech leaders, including Twitter, *Wired* magazine and CNET. frog specializes in experience design, industrial design, interactive design and innovation strategy.

### Heat

Heat works out of an open-concept layout office that features personal touches and is designed to inspire clear thinking. There's plenty of quirk to be found as well, including a mural done by one of their creative directors, Duchamp-inspired restroom signs, a colorful stuffed parrot perched above the main room, and a pearl-necklace-adorned sheep's head in the game room.

### Makeshift Society

Makeshift Society is a coworking space and clubhouse for creative freelancers of all different fields. Members, who number more than 200, use the space to work during the day and attend classes and lectures at night. They're located in Hayes Valley, a tight-knit neighborhood near the new Jazz Center and other performing arts venues.

### MetaDesign

MetaDesign's 25 San Francisco employees work in an airy, open-style loft environment with floor-to-ceiling windows that offer stunning panoramic views of the city skyline and San Francisco Bay. With offices in Asia, Europe and the US, MetaDesign specializes in branding and graphical design and has created paradigm-shifting visual design systems for global brands like Apple, Adobe, Nike, Current.TV, Samsung and Sony.

### Landor



frog

## AFTERNOON STUDIO TOUR

JUNE 23, 1:00 PM – 5:00 PM



### Gee + Chung Design

With 17-foot ceilings and 12-foot-tall windows, Gee + Chung Design's three employees work in a spacious, light-filled modern Deco building in the South Beach neighborhood of San Francisco. This award-winning multidisciplinary brand communications firm prides itself in the development of successful branding, print, packaging, environmental and interactive programs.

### Hybrid Design

The 18-person staff at Hybrid Design rebuilt their Jackson Square office from the ground up, retaining the original historic façade and brick walls from the original 1906 post-San-Francisco-earthquake bar, and then reimagining the space as a modern home away from home that acts as a workspace. Hybrid Design specializes in messaging and branding, all of which can encompass everything from traditional logos and 2D print design, to 3D retail and environments, online, web, video, motion and experience design.

### Makeshift Society

Makeshift Society is a coworking space and clubhouse for creative freelancers of all different fields. Members, who number more than 200, use the space to work during the day and attend classes and lectures at night. They're located in Hayes Valley, a tight-knit neighborhood near the new Jazz Center and other performing arts venues.

### Landor Associates

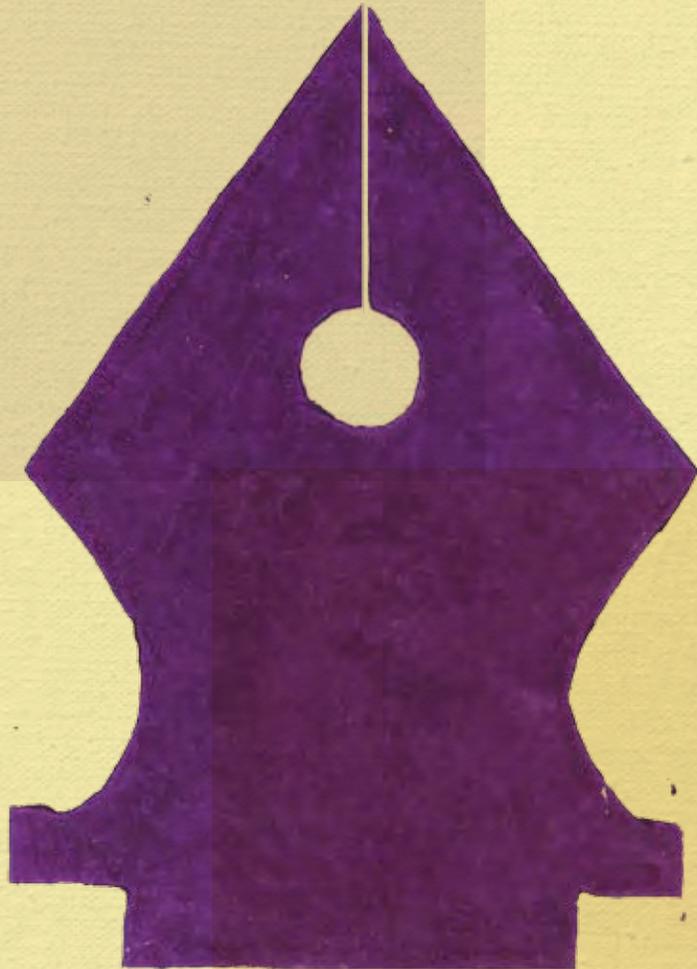
The flagship San Francisco office of Landor Associates is housed in a converted brick warehouse space that previously housed glass manufacturing or storage. The historic Northeastern Waterfront District is also home to offices for Levi's and Williams Sonoma as well as several other creative agencies.

### PhilippeBecker, West Coast Division of Sterling Brands

PhilippeBecker's 30 employees practice strategic brand development with a focus on packaging design. Their open-air studio features plenty of natural light and is located in a well-heeled corner of the sprawling SoMa neighborhood peppered with museums, independent bookstores, art galleries and clubs.

# DESIGN CONFERENCE

SAN FRANCISCO • JUNE 23-26 • 2013



## RECHARGE YOUR CREATIVE TOOLS

### SUNDAY, JUNE 23

8:00 am – Noon

**AM Studio Tour** (additional fee)  
See description on pages 12 - 13.

9:00 am – Noon

**PRE-CONFERENCE WORKSHOPS**  
(additional fee)

#### Anatomy of a Logo

Become the firm as you develop a brand/logo/identity for “clients” **Von Glitschka** and **Stefan Mumaw**. Learn how to avoid pitfalls, improve your process, respond to demanding clients and use limitations as inspiration.

#### InDesign Workshop

Join InDesign guru **David Blatner** and learn how to boost your InDesign skills—including text, styles, and layout techniques, troubleshooting tools, and 10 free scripts plug-ins and add-ons.

#### Why Design Research Matters: Considering the User in Every Part of the Design Process

frog interaction designer **Erin Sanders** will share a framework and a set of tools for carrying out user research and bringing the people we design for into the process.

12:15 – 1:45 pm

**Networking Lunch** (additional fee)  
Perfect for new attendees or folks flying solo, the Networking Lunch helps you get to know a few other attendees—and practice your networking—with help from Rule29’s **Justin Ahrens**.

1:00 – 5:00 pm

**PM Studio Tour** (additional fee)  
See description on pages 12 - 13.

2:00 – 5:00 pm

**PRE-CONFERENCE WORKSHOPS**  
(additional fee)

#### HTML & CSS for Visual Designers

**Matthew Richmond** will demystify HTML and CSS while providing real-world direction, and letting you know what you should be doing (and learning) to increase your comfort and experience working online.

### Hands-On Creative Briefing

Let **Terry Lee Stone** help you perfect your creative briefs—from interviewing, researching and drawing out consumer insights to synthesizing all of this information into a cohesive and actionable document.

#### Creative Fuel: A Laboratory Workshop for Nitro-Charging Your Idea Output

Discover the four components of creative fuel through collaborative, fun creativity exercises, led by creative guru and Callahan Creek Creative Director **Stefan Mumaw**.

4:30 – 6:30 pm

#### HOW Design Live Networking Kick-Off Sponsored by The Creative Group

Meet other designers, creative freelancers, in-house managers and packaging designers as you participate in a fun icebreaking game—it’s a great way to meet a wide variety of creatives.

6:30 – 8:00 pm

#### HOW Design Live Opening Keynote 1. How to Steal Like an Artist

Drawing from his best-selling book, **Austin Kleon** will help you embrace influence, establish a creative lineage, and think of yourself as a mashup of what you let into your life.

8:00 – 10:00 pm

#### HOW Design Live Opening Reception/ Exhibit Hall Opening

**Sponsored by Mohawk**  
Explore the overflowing Exhibit Hall, enjoy drinks and snacks, and network to your heart’s content—it’s a networking opportunity in the disguise of a party.

### MONDAY, JUNE 24

7:30 – 8:30 am

#### Everything You Need to Know About Adobe Creative Cloud

**Adobe**  
Join **Rufus Deuchler** to get an in-depth understanding of what it means to be a Creative Cloud member, from collaboration to community feedback to creating HTML sites without writing code.

8:00 – 9:00 am

#### Continental Breakfast/Exhibit Hall Open Sponsored by Hoefler & Frere-Jones

9:00 – 10:15 am

**2. Play**

Discover the importance of play in your work and life from **Jessica Walsh**, a multi-disciplinary designer, art director and partner at New York-based design studio Sagmeister & Walsh.

**3. ON FAILURE: How the Worst Moments in Your Life Can Turn Out to Be the Best**

Through a series of revealing anecdotes, **Debbie Millman** will share her journey out of despair and offer insight on how the worst moments in your life can become the most profound and life affirming.

**Dirty, Rotten Recruiting Secrets Wonderland**

Get an inside look at what corporate HR departments do and don't do, and what recruiters at staffing firms can and can't do for job seekers from staffing expert **Judi Wunderlich**.

10:45 am – Noon

**4. Type or Consequences**

Join **Denise Bosler** to be inspired (or horrified) by what companies are doing to brand and rebrand themselves today, and discuss typography's effect on a logo design's success.

**5. Advanced Proposal & Pricing Strategies**

Find out the who, when, why, how, and what of proposal development from veteran consultant **Emily Cohen** as she reveals the key content areas within proposals that resonate with clients.

**6. Creatively Recalculating Your Daily Design Routine**

Glitschka Studios principal and creativity expert **Von Glitschka** will show you how to correct your course through smart creative risks that'll move you in new directions.

**7. Nailing Logos: From Brainstorm to Finish**

Learn how to effectively brainstorm for ideas and how to efficiently form those ideas into eye-catching and audience-pleasing designs with **Jim Krause**, author of *The Logo Brainstorm Book*.

**8. How Your Sketchbook Can Open Your Mind, Boost Your Creativity & Rock Your World**

Get inspired as **Danny Gregory** explains how he began drawing again in his mid thirties, and how this illustrated journal of his life opened him up to new experiences and discoveries.

**Creating and Promoting Business with Blurbl**

Join **Blurbl's Donna Boyer** for a presentation that will cover **Blurbl's** innovative creation tools and find out how you can use **Blurbl** to save costs and win projects.

Noon – 2:00 pm

**Lunch on Your Own/Exhibit Hall Open**

Noon – 6:30 pm

**Exhibit Hall Open**

12:15 – 1:15 pm

**Create iPad Apps without Writing Code Adobe**

Join **Terry White** for a lesson on using **InDesign** to design, preview, and share content, plus how to prepare content for submission to the **Apple App Store**.

2:00 – 3:15 pm

**9. How to Change Your World (Or at Least Your Part of It) with Socially Conscious Design**

**Noah Scalin**, founder of **Another Limited Rebellion**, will share insight on the realities of working from an ethical perspective and becoming a design activist (while still keeping a roof over your head).

**10. My Top 10 Design Business Failures**

frog's **David Sherwin** will take you on a tour of everything he's ever learned about being a designer and a design businessperson—born from his top 10 business failures.

**11. Pencil to Pixel: Making the Transition from Print to Interactive**

**Jose Caballer** will help you transition your print skills to the web with tangible tools and a clear roadmap for becoming a great interactive designer.

**12. Darwin Meets Shark Tank: Progressive Evolution and the Redefinition of the Creative Role**

Join **Matt Mattus** as he explores "The Taxonomy of Creatives," diving into the truth of what we as designers are up against—and what we can do about it.

**13. Creative Boot Camp: Generate Ideas in Greater Quantity & Quality in 60 Minutes**

**Stefan Mumaw** will use a series of short exercises to help you increase your daily idea quotient and overcome the common obstacles to effective creative training.

**Saying "No" Never Felt So Good: How the House of Blues Design Team Improved Their Ability to Deliver****AtTask**

Find out how being empowered to say "no" gave **Erin Frey** and the design team at the **House of Blues** the ability to improve collaboration, maximize resources, prioritize their work and ultimately deliver winning creative.

3:45 – 5:00 pm

**14. Expand Your Realm for Success: Grow Giant Ears and Listen for Hidden Opportunities**

**Bob Calvano** will share his experience turning a request to "hang a few pictures" into a new global service offering and offer insight on how to listen for—and act on—hidden opportunities.

**15. Archetypes in Branding**

In this session, **Margaret Hartwell** and **Joshua Chen** will demystify the concept of archetypes in strategy and design and explain the role archetypes play in the creation of an integrated brand.

**16. Design Career Life Cycle**

**Terry Lee Stone** will explain what it takes to build a successful design career, exploring the effects of gender, personality and values on your career choices.

**17. How Websites Are Built**

In this session, **Chris Butler** will guide you through website design, from planning through launch, so that you can better lead your team through your next project.

**18. Shitty Typography on a Cat & Other Ways to Design with Humor**

Featuring hilarious and not-as-hilarious examples, **Cheezburger.com's Heather Bradley** will show you how to use basic comedic principles to transform all of your visual communications. Even that financial planning brochure.

**Designer's Guide to Controlling Color Canon**

Refresh your color management fundamentals with the help of **Canon's John Scott Thorburn**. You'll see the most exciting new developments in color management tools and learn to design your **Adobe Creative Suite** documents to succeed in print and beyond.

5:00 – 6:30 pm

**Happy Hour in Exhibit Hall Sponsored by Appleton Coated/Curious Collection/Utopia**

6:30 – 7:30 pm

**Reinventing Your Ideas: How the Little Things Yield Big Results**

**Johnny Cupcakes** Get the scoop on **Johnny Cupcakes**, as founder **Johnny Earle** explains the fundamental connection between the person and the brand and delivers comprehensive blueprints for getting any small company, passion or idea off the ground.

**TUESDAY, JUNE 25**

8:00 – 9:00 am

**Continental Breakfast/Exhibit Hall Open**

9:00 – 10:15 am

**19. Selling Creativity**

In this session, **Landor's Mary Zalla** will reveal the steps you must take—including empathizing with your client—to get clients on board with your design.

**20. Basic Principles of Identity Design**

**Sagi Haviv** will walk you through **Chermayeff & Geismar & Haviv's** problem-solving approach to identity design, an approach that has produced trademarks such as **Chase Bank's** blue octagon and the **NBC peacock**.

**Pushing the Envelope: Direct Mail****Sponsored by Sappi**Join [foldfactory.com](http://foldfactory.com)'s **Trish****Witkowski** and **Sappi Fine Paper's Daniel Dejan** for a power-packed session filled with highly effective, budget-conscious direct mail inspiration, information and best practices.**10:45 am – Noon****21. Hungry. Will Work for Groceries.****Tim Cox**, Director of Creative Strategy for Publix Super Markets, will share practical insights and perspective on how to successfully build and lead a creative team in a corporate environment.**22. Design Currency: Understand, Define & Promote the Value of Your Design Work****Jenn** and **Ken Visocky O'Grady** will provide you with tools to help you understand the value you generate for business, create more meaningful visual communication and promote the value of design.**23. The Craft of Design****Helms Workshop** founder **Christian Helms** will talk about the importance of craft in design, and the results of incorporating personal history and passions in your work.**24. Print to Interactive Roadmap**In this session, **Patrick McNeil** will break down the industry into typical career paths and highlight the core skills and knowledge you will need along each path.**25. Obsessive Creative Disorder—Development: Keeping Negative Thoughts and Anxiety Out of Your Workflow****Stephanie Voss** takes an honest and light-hearted look into the common fears designers share and offers advice from a creative perspective on how to trust your design genius and obsess constructively.**CINEMA 4D to After Effects: The Ultimate Motion Graphics Workflow**  
**Sponsored by Maxon****Greyscalegorilla's Nick Campbell** will show you how to use Cinema 4D and After Effects together to make beautiful renders and tightly integrate your workflow from start to final render.**Noon – 2:00 pm****Lunch on Your Own/Exhibit Hall Open****12:15 – 1:45 pm****Lunch with a HOW Speaker** (additional fee)

Sit down for a boxed lunch with your favorite speaker and eight other attendees—it's your chance to ask questions and find out more about important topics.

**12:15- 1:45 pm****Create HTML Websites for Desktop and Mobile Devices, without Writing Code**  
**Adobe**Join **Rufus Deuchler** as he shows you how to use Adobe Muse, part of Creative Cloud membership, to create professional, HTML websites—without restrictive templates, and without writing code.**2:00 – 3:15 pm****26. Embracing Change: Reimagining SFMOMA Design****SFMOMA** design director **Jennifer Sonderby** will give you a behind-the-scenes glimpse into the museum's design department as they rethink/redesign every aspect of their visual identity.**27. Battle Ground to Higher Ground: Resolving Conflict****Cami Travis-Groves** will share proven methods for diffusing tempers and finding collaborative solutions for those times when the client just doesn't get your vision.**28. The Modern Day Portfolio**Portfolio Center's **Hank Richardson** outlines the keys to building a portfolio that represents your values as well as your abilities, summarizes your aesthetic and stylistic choices, and showcases your process.**29. Photoshop to HTML**From cutting your own graphics to creating the HTML and CSS files for your web developers, **Chris Converse** teaches you how to realize your design vision in the browser.**30. ROY G. BIV: An Exceedingly Surprising Talk About Color**Join *Print* contributing editor and color columnist **Jude Stewart** for an amazing, eye-opening tour through color, packed with stories on green's unlucky side, very masculine pinks, and more.**Web to Print: Your Design—Only Better**  
**PsPrint**

Discover tips and techniques for making sure your design translates from screen to print, as well as helpful hints for enhancing your print design.

**3:45 – 5:00 pm****31. Web Hosting 101**Join **Patrick McNeil** as he digs into web hosting, DNS, domain names and the technology required to host a web site—along with the practical application of all these principles.**32. The Four Pillars of the Redefined Agency****Jeni Herberger** reveals how your agency's workflow, structure, management tactics and statement of purpose work together to create authenticity and quantitative value for clients.**33. Designing in My Underwear—Briefs on a Career**Author **Jeff Fisher** explores what it takes to have a design career today, with advice on marketing and promoting online, using social media, and alternative income streams.**34. Storytelling in the Age of the Tablet****Mario Garcia** reveals the hard-won lessons he has learned designing newspaper and magazine apps for the iPad and other tablets, with tips on designing for the brain, eyes and fingers.**35. What Movies Can Teach You About How to Be a Better Designer**Using movies as examples, Rule 29 Creative Director **Justin Ahrens** will share how a better understanding of story can lead us to create powerful and memorable work.**The Creative Power of Brands without Boundaries**  
**WebDAM****Ron Selvey** reveals the creative strategies, challenges, and processes used by some of the world's leading brands. Join us for valuable insights on improving your creative process. There will be prizes!**5:15 – 6:15 pm****Effective Project Management Within a Creative Environment: People, Process and Technology**  
**Sohnar (Traffic LIVE)****6:00 – 7:30 pm****Portfolio Review****Sponsored by The Creative Group**

Take a look at the great design work being done by up-and-coming designers. You might discover a perfect fit for an open position at your company! Even if you're not hiring, stop by and offer a word of advice to the designers whose work is on display.

**9:00 – 11:30 pm****HOW Design Live Closing Reception**  
**Sponsored by Neenah Paper**

"What Moves You?" Take advantage of the last official networking opportunity—along with drinks, snacks and live music—in pure HOW party form.

**WEDNESDAY, JUNE 26****8:30 – 9:30 am****Breakfast Roundtables**

Dig deep into your favorite industry topics over breakfast. Each table will be labeled with a topic and will have a moderator on hand to get the conversation going.

**9:45 – 11:00 am****36. Who Are You? Who Needs to Know? A Personal Branding Experience**In this fun, fast-paced interactive session, **Alina Wheeler** jumpstarts you into rethinking and revitalizing "brand you" by applying your creativity and intelligence to achieve more clarity.**37. How to Avoid Work****James Victore** will teach you how to work to please yourself first—and in doing so, produce work that is both meaningful and successful for your client.**30 Bright Ideas to Ignite Reader Interest**  
**Sappi****Kit Hinrichs**, principal of Studio Hinrichs and creator of Sappi's "The Standard" series, will share unique techniques you can use with print that no other medium has to offer—plus an "augmented reality" spread.**11:15 am – 12:30 pm****HOW Design Live Closing Keynote****38. Idea Execution: How Ideas Are Brought to Life****Scott Belsky**, co-founder and CEO of Behance, will share insights and practical tips that you can use to push bold creative projects to completion.

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ELEVATE YOUR  
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All DPDC sessions take place in Room 3001. See the map inside the back cover for directions.

**SUNDAY, JUNE 23**

**1:00 – 1:50 pm**

**1. The Semiotics of Branding**

Toniq co-founder **Cheryl Swanson** reveals the key semiotic elements underlying the communicative power of brands, helping you tap into universal market needs and desires.

**2:00 – 2:50 pm**

**2. Tweet, Pin, Post, and Text: Designing Your Digital Moment Of Truth**

**Steve Kazanjian** explains how marketers can best design effective and emotional packaging that will connect with consumers on mobile, tablet, and web.

**3:00 – 3:50 pm**

**The Dieline Package Design Awards 2013**

**Presented by Inwork**

The Dieline Package Design Awards honors 42 winners across 13 different categories, including one Best of Show award.

**4:00 – 4:50 pm**

**Best of Show: The Dieline Package Design Awards**

The top winning project in The Dieline Package Design Awards 2013 will present a case study of their winning packaging just after the awards ceremony.

**4:30 – 6:30 pm**

**HOW Design Live Networking Kick-Off Sponsored by The Creative Group**

Meet other designers, creative freelancers, in-house managers and packaging designers as you participate in a fun icebreaking game—it's a great way to meet a wide variety of creatives.

**6:30 – 8:00 pm**

**HOW Design Live Opening Keynote How to Steal Like an Artist**

Drawing from his best-selling book, **Austin Kleon** will help you embrace influence, establish a creative lineage, and think of yourself as a mashup of what you let into your life.

**8:00 – 10:00 pm**

**HOW Design Live Opening Reception/ Exhibit Hall Opening**

**Sponsored by Mohawk**

Explore the overflowing Exhibit Hall, enjoy drinks, snacks and entertainment, and network to your heart's content—it's a networking opportunity in the disguise of a party.

**MONDAY, JUNE 24**

**8:00 – 8:50 am**

**Continental Breakfast/Exhibit Hall Open Sponsored by Hoefler & Frere-Jones**

**9:00 – 9:45 am**

**3. Stay Thirsty, Stay Foolish. The Story of Vitaminwater.**

**Alex Center** will share how working on the vitaminwater brand has taught him that storytelling, consumer collaboration, user experience design and brand personality help you design for people, not products.

**9:50 – 10:35 am**

**4. Brand Ennobled—Honoring Equity and Reviving Relevance**

**Joseph Duffy IV** will share the importance of engaging your client in the creative process, utilizing design as a business driver, and reviving relevance through visual storytelling.

**10:45 – 11:30 am**

**5. Cultural Shifts and the Changing Face of Retail Packaging**

Using real-life brands as examples, Kaleidoscope's **Jim Warner** and **Bill Harper** will discuss cultural implications of global trends on packaging design and the importance of cultural and consumer immersion.

**11:35 am – 12:20 pm**

**6. Repackaging Microsoft**

**Jeffrey A. Loth** will share the trends that drive packaging design in a complex organization like Microsoft, as well as the development of best practices that ensure successful product launches.

**12:20 – 2:00 pm**

**Lunch on Your Own/Exhibit Hall Open**

**Noon – 6:30 pm**  
Exhibit Hall Open

**2:00 – 2:45 pm**  
**7. Generation Jump! When to Rewind a Brand or Fast Forward It**  
**Terri Goldstein** will show you how to help your brands prosper by determining which brand equities to keep, which to leave behind, and which are up for reinvention.

**2:50 – 3:35 pm**  
**8. Eco Doesn't Have to Be Boring**  
**Tim Hankins** will explore the origins of The Honest Company and explain how embracing design as a tenet helps Honest stand out in the crowded, eco-conscious consumer product categories.

**3:45 – 4:30 pm**  
**9. Put Your Money Where Your Mouse Is**  
Using actual client presentations, **Kevin Shaw**, Founder and Creative Director of Stranger & Stranger, will show you how designers can elevate themselves from “temperamental creative types” to trusted business partners.

**4:35 – 5:20 pm**  
**10. Packaging a Brand**  
**David Turner** will use case studies to demonstrate how packaging designers can elevate their standing in the marketing food chain and become the primary authors of a brand's visual identity.

**5:20 – 6:30 pm**  
**Happy Hour in Exhibit Hall**  
**Sponsored by Appleton**  
Coated/Curious Collection/Utopia

**6:30 – 7:30 pm**  
**Reinventing Your Ideas: How the Little Things Yield Big Results**  
Get the scoop on Johnny Cupcakes, as founder **Johnny Earle** explains the fundamental connection between the person and the brand and delivers comprehensive blueprints for getting any small company, passion or idea off the ground.

## TUESDAY, JUNE 25

**8:00 – 8:50 am**  
Continental Breakfast/Exhibit Hall Open

**9:00 – 9:45 am**  
**11. Packaging A Retail Experience**  
Starbucks creative director **Mike Peck** will explain how passionate knowledge of your product—including hard data and consumer insights—can drive creativity.

**9:50 – 10:35 am**  
**12. The Intersection of Design and the Law**  
**Steve Baird** and **Aaron Keller** (a lawyer and managing principal, respectively) take you through everything from allegations of trademark bullying, genericide and lower-case branding to brandverbs, look-for-advertising and non-word trademarks.

**10:45 – 11:30 am**  
**13. Competing Outside the Box**  
**Stefan Hartung** and **Jenny Sall** will share how they won shelf space for wholesome cereals by staying true to multiple brand stories, respecting the shoppers' budgets and minimizing their impact on mother earth.

**11:35 am – 12:20 pm**  
**14. How Much, How Many, and When?**  
Learn how to deliver your best work on time and within budget as **Evelio Mattos** explains price point, quantity, lead times, and the concessions between structure, substrate, and production processes.

**12:15– 1:45 pm**  
**Lunch with a Dieline Speaker**  
(additional fee)  
Sit down for a boxed lunch with your favorite speaker and eight other attendees—it's your chance to ask questions and find out more about important topics.

**12:20 – 2:00 pm**  
Lunch on Your Own/Exhibit Hall Open

**2:00 – 2:45 pm**  
**15. Lean Mean Design Machine**  
**Ben Cleaver** reveals a way for clients and agencies to work together that is less wasteful, more innovative, faster and ultimately more successful.

**2:50 – 3:35 pm**  
**16. Speaking Truth to Power—The Real Role of Design in Business**  
Join brand-builder **Ian McLean** as he discusses his approach to providing undeniable value to his clients by obsessing about the consumer and building meaning into even minor ingredients.

**3:45 – 4:30 pm**  
**17. Bad Package Design Is Everywhere**  
**Will Burke** and **Paul van den Berg** take a look at the multi-cultural world of package design and explore how to avoid the bad habits that lead to bad design.

**4:45 – 5:45 pm**  
**18. The Importance of Risk Taking, For Better or Worse**  
**Hamish Campbell**, **Kevin Shaw** and **Dennis Whalen** share some of their greatest failures and their belief that it is often the risk taking (for better or worse) that results in the most groundbreaking creativity.

**6:00 – 7:30 pm**  
**Portfolio Review**  
**Sponsored by The Creative Group**  
Take a look at the great design work being done by up-and-coming designers. You might discover a perfect fit for an open position at your company! Even if you're not hiring, stop by and offer a word of advice to the designers whose work is on display.



**9:00 – 11:30 pm**  
**HOW Design Live Closing Reception**  
**Sponsored by Neenah Paper**  
Take advantage of the last official networking opportunity of HOW Design Live—along with drinks, snacks and live music—in pure HOW party form.

## WEDNESDAY, JUNE 26

**8:30 – 9:30 am**  
**Breakfast Roundtables**  
Dig deep into your favorite package design topics over breakfast. Each table will be labeled with a topic and will have a moderator on hand to get the conversation going.

**9:45 – 11:00 am**  
**19. Who Are You? Who Needs to Know? A Personal Branding Experience**  
In this fun, fast-paced interactive session, **Alina Wheeler** jumpstarts you into rethinking and revitalizing “brand you” by applying your creativity and intelligence to achieve more clarity.

**20. How to Avoid Work**  
**James Victore** will teach you how to work to please yourself first—and in doing so, produce work that is both meaningful and successful for your client.

**11:15 am – 12:30 pm**  
**21. Idea Execution: How Ideas Are Brought to Life**  
**Scott Belsky**, co-founder and CEO of Behance, will share insights and practical tips that you can use to push bold creative projects to completion.



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# HOW DESIGN LIVE

## Bookstore Signing

### SCHEDULE

**SUNDAY JUNE 23, 2013**

**June Walker** (12:15) *The Confident Indie; The Confident Indie Keeps Good Records*

**David Blatner** (1:35) *Spectrums: Our Mind-Boggling Universe from Infinitesimal to Infinity*

**Andy Epstein** (5:05) *The Corporate Creative*

**Mirko Ilic** (5:30) *Mirko Ilic: Fist to Face*

**Austin Kleon** (8:05) *Steal Like an Artist*

**MONDAY JUNE 24, 2013**

**Denise Bosler** (12:05) *Mastering Type*

**Danny Gregory** (12:05) *An Illustrated Journey*

**Jim Krause** (12:05) *Logo Brainstorm Book*

**Jose Caballar** (3:35) *Skoot OS Trinity Workbook*

**Todd Henry** (3:35) *The Accidental Creative*

**David Sherwin** (3:35) *Success By Design*

**Noah Scalin** (3:35) *The Design Activist's Handbook; Unstuck*

**Stefan Mumaw** (4:05) *Chasing the Monster Idea; Caffeine For the Creative Mind, Caffeine for the Creative Team*

**Christopher Butler** (5:05) *The Strategic Web Designer*

**Josh Chen** (5:05) *Archetypes in Branding*

**Margaret Hartwell** (5:05) *Archetypes in Branding*

**TUESDAY JUNE 25, 2013**

**Ilise Benun** (12:05) *Designer's Guide to Marketing & Pricing; Creative Professional's Guide to Money*

**Jen & Ken Visocky O'Grady** (12:05) *Design Currency; The Information Design Handbook; A Designer's Research Manual*

**Alina Wheeler** (1:00) *Designing Brand Identity (4th Edition); Brand Atlas*

**Patrick McNeil** (1:00) *Web Designer's Idea Book series*

**WEDNESDAY JUNE 26, 2013**

**James Victore** (11:05) *Victore or, Who Died and Made You Boss?*



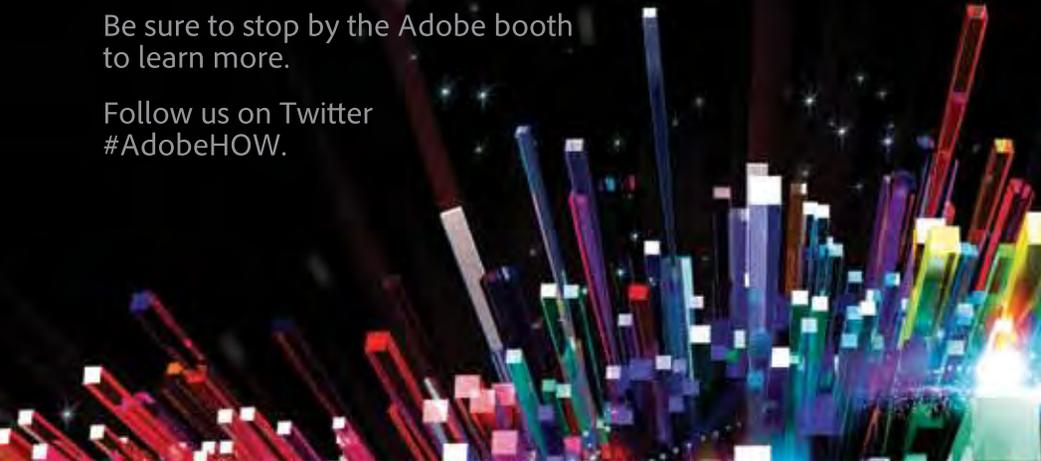
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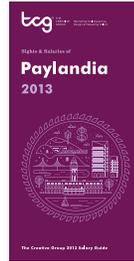




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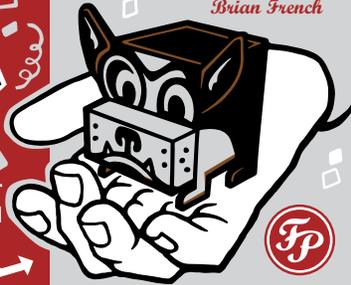


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*with Brian Miller*
- Managing a Web Design Project  
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- An Introduction to Adobe Digital  
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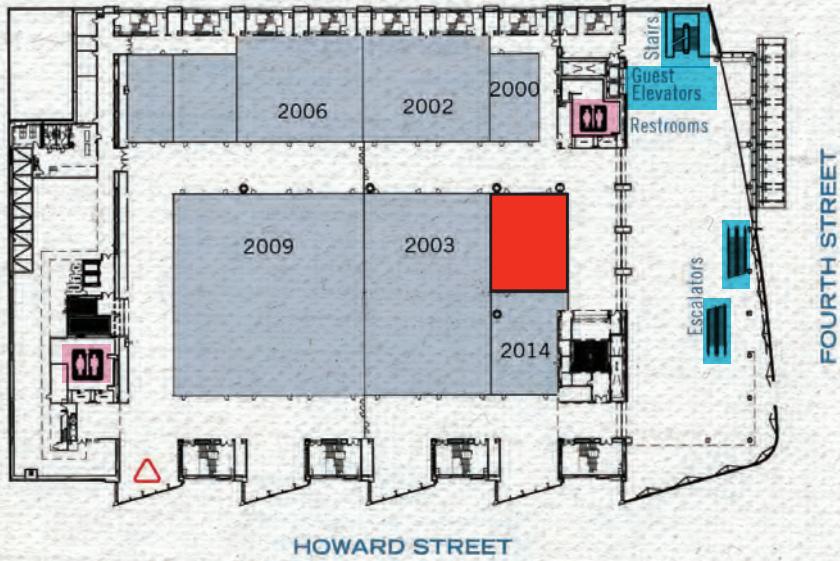
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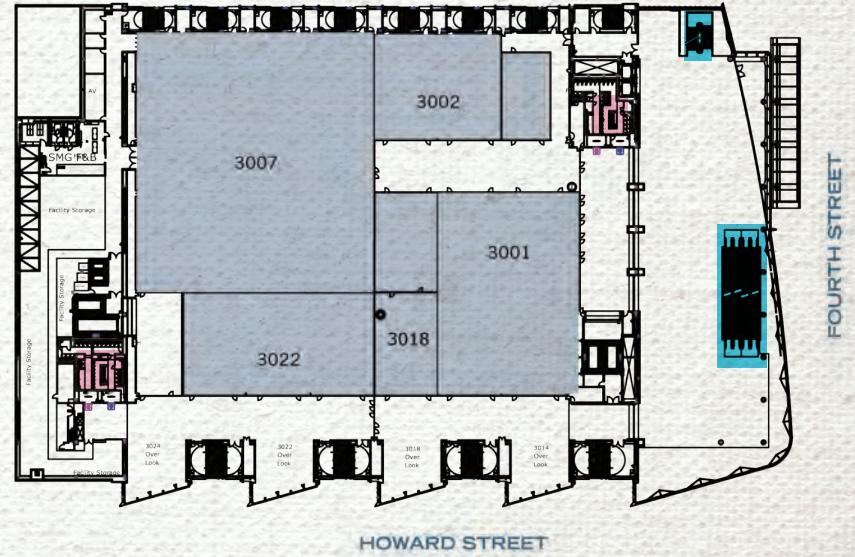
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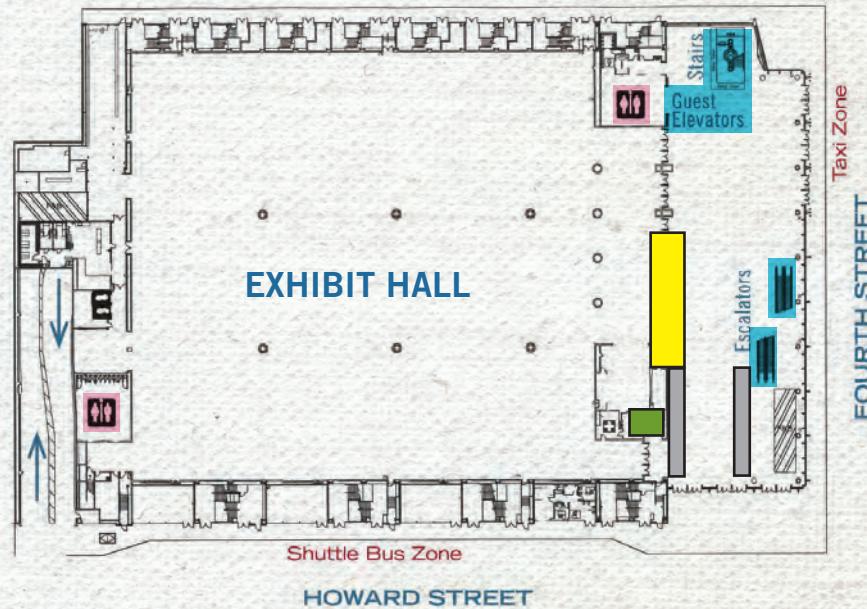
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# HOW DESIGN LIVE SCHEDULE

## AT A GLANCE

Creative Freelancer Conference

InHOWse Managers Conference

HOW Design Conference

The Dieline Package Design Conference

### SATURDAY, JUNE 22

8:00 am – 8:30 am	1. Official Welcome to CFC <b>Ilise Benun</b>	Room 2003
8:30 am – 9:00 am	2. Hey, We've Been Here Before <b>Luke Myse</b>	Room 2003
9:00 am – 9:15 am	1. Welcome <b>Andy Epstein</b>	Room 2009
9:15 am – 10:30 am	2. Opening Keynote: FedEx, Corn Sex, Prefrontal Cortex & Other Charms for In-House Hexes <b>Sam Harrison</b>	Room 2009
9:00 am – 10:00 am	3. Integrating Your Values and Your Positioning <b>Sarah Durham</b>	Room 2003
10:15 am – 11:00 am	4. What to Expect When You're Freelancing <b>Bryn Mooth</b>	Room 2000
	5. From the Trenches Panel: How to Grow Into a Small Business <b>Moderated by Ilise Benun with Jenn David Connolly, Stacey King Gordon, &amp; Jonathan Cleveland</b>	Room 2003
10:45 am – Noon	3. Bright Lights, Big Future: 5 Trends Affecting Every In-house Creative Team <b>Donna Farrugia</b>	Room 2009
11:00 am – 11:45 am	6. How to Stuff 10 Pounds of You-Know-What Into a 5-Day Week (Week After Week) <b>Jim Krause</b>	Room 2003
	7. Cut the Crap and Start Networking <b>Dana Mancigli</b>	Room 2000
11:45 am – 1:30 pm	CFC Lunch on your Own	
Noon – 1:00 pm	IHMC Lunch on your Own	
1:30 pm – 2:30 pm	8. Pitch Perfect™: Never Be a Deer in Headlights Again! <b>Dyana Valentine</b>	Room 2003
1:00 pm – 2:00 pm	4. In-House Up Close and Personal <b>Stefan Mumaw</b>	Room 2009
2:00 pm – 3:15 pm	5. Re-Invention: Staying Fresh Over the Long Haul <b>Michael Lejeune</b>	Room 2009

2:45 pm – 3:30 pm	9. Saving Your Sanity Through Better Client Relations: How to Stop Apologizing, Say No Tactfully and Know When to Shut Up and Listen <b>Alisa Bonsignore</b>	Room 2000
	10. Promote and Present: How to Speak Persuasively to Current and Future Clients, In Person and Virtually <b>Jezra Kaye</b>	Room 2003
3:30 pm – 4:30 pm	11. From the Trenches Freelance Panel: The Skinny on Working with Corporate Clients <b>Moderated by Ilise Benun with Stacey King Gordon, Jonathan Cleveland, Dana Mancigli, &amp; Alisa Bonsignore</b>	Room 2003
3:45 pm – 5:00 pm	6. Working With Outside Agencies <b>Andy Epstein</b>	Room 2009
4:30 pm – 5:00 pm	12. Day 1 Takeaways <b>Ilise Benun</b>	Room 2003
5:00 pm – 6:30 pm	Happy Hour + Matchmaking for Freelancers + In-HOWse	Room 2009 & 2003

### SUNDAY, JUNE 23

8:00 am – 8:50 am	IHMC Breakfast Roundtables	Room 2009
8:00 am – 8:50 am	CFC Breakfast Roundtables	Room 2003
8:00 am – Noon	HDC AM Studio Tours (additional fee required)	Howard Street
8:30 am – 6:30 pm	Stock Photography Expo	1st Floor Lobby
8:50 am – 9:00 am	The Declaration of Craft <b>Melissa Stevens presented by Mohawk</b>	Room 2009
9:00 am – 10:00 am	13. The Dark Art of Pricing <b>Jessica Hische</b>	Room 2003
9:00 am – 10:15 am	7. How to Manage a Creative Team <b>Rena Delevie</b>	Room 2009
9:00 am – Noon  (additional fee required for workshops)	Anatomy of a Logo <b>Von Glitschka</b>	Room 2002
	InDesign Workshop <b>David Blatner</b>	Room 2006
	Why Design Research Matters: Considering the User in Every Part of the Design Process <b>Erin Sanders</b>	Room 3002
10:15 am – 11:00 am	14. Making People Love You Madly: Selling Yourself in a Postmodern Marketplace <b>Colleen Wainwright</b>	Room 2003
	15. The Conversion-Focused Website <b>Mark O'Brien</b>	Room 2000
10:45 am – Noon	8. Chargebacks: A Double-Edged Sword <b>Jackie Schaffer</b>	Room 2009
11:05 am – 12:05 pm	16. Creatively Legitimate Expenses: Don't Cheat Yourself <b>June Walker</b>	Room 2003
12:05 pm – 1:30 pm	CFC Lunch on Your Own	
12:15 pm – 1:45 pm	IHMC Lunch on Your Own/Lunch with a Speaker (additional fee required)	Room 2009
12:15 pm – 1:45pm	HDC Networking Lunch <b>Justin Ahrens</b>	Room 2014
12:15 pm – 1:45 pm	InSource Lunch Roundtable (additional fee required)	Room 3018
12:15 pm – 1:45 pm	HDC Networking Lunch <b>Justin Ahrens</b> (additional fee required)	Room 2014

# AT A GLANCE

Creative Freelancer Conference

InHOWse Managers Conference

HOW Design Conference

The Dieline Package Design Conference

## SUNDAY, JUNE 23 *continued*

1:00 pm – 1:50 pm	1. The Semiotics of Branding <b>Cheryl Swanson</b>	Room 3001
1:00 pm – 5:00 pm	HDC PM Studio Tour (additional fee required)	Howard Street
1:30 pm – 2:30 pm	17. CFC Lab: Freelancers Speak on Their Best Business Practices <b>Moderated by Jezra Kaye with Jason Early, Jenn David Connolly, Erin Pheil, &amp; Jen Lombardi</b>	Room 2003
2:00 pm – 2:50 pm	2. Tweet, Pin, Post, and Text: Designing Your Digital Moment Of Truth <b>Steve Kazanjian</b>	Room 3001
2:00 pm – 3:15 pm	9. In-House Overhaul: A Case Study in Strategic Transformation <b>Scott Kirkwood &amp; Annie Riker</b>	Room 2009
2:00 pm – 5:00 pm <small>(additional fee required for workshops)</small>	HTML & CSS for Visual Designers <b>Matthew Richmond</b>	Room 2002
	Hands-On Creative Briefing <b>Terry Lee Stone</b>	Room 2006
	Creative Fuel: A Laboratory Workshop for Nitro-Charging Your Idea Output <b>Stefan Mumaw</b>	Room 3002
2:30 pm – 3:30 pm	18. 30 in 60 <b>Jim Krause &amp; Dyana Valentine</b>	Room 2003
3:00 pm – 3:50 pm	The Dieline Package Design Awards 2013	Room 3001
3:45 pm – 5:00 pm	10. INside In-House: Project Management – Controlled Chaos Panel <b>Moderated by Andy Epstein</b>	Room 2009
3:45 pm – 4:15 pm	19. Day 2 Takeaways <b>Ilise Benun</b>	Room 2003
4:00 pm – 4:50 pm	Best of Show: The DPDC Awards	Room 3001
4:15 pm – 4:45 pm	20. Where We Going? <b>Luke Mysse</b>	Room 2003
4:30 pm – 6:30 pm	HOW Design Live Networking Kick-Off <b>Sponsored by The Creative Group</b>	3rd Floor Lobby
6:30 pm – 8:00 pm	1. How to Steal Like an Artist <b>Austin Kleon</b>	Room 3007
8:00 pm – 10:00 pm	HDL Opening Reception/Exhibit Hall Opening <b>Sponsored by Mohawk</b>	Exhibit Hall

## MONDAY, JUNE 24

7:30 am – 8:30 am	Everything You Need to Know About Adobe Creative Cloud <b>Rufus Deuchler</b>	Room 3022
8:00 am – 8:50 am	CFC Breakfast Roundtables	Room 2003
8:00 am – 8:50 am	InHOWse Breakfast Roundtables	Room 2009
8:00 am – 8:50 am	HOW & DPDC Continental Breakfast/Exhibit Hall Open <b>Sponsored by Hoefler &amp; Frere-Jones</b>	Exhibit Hall
9:00 am – 9:45 am	3. Stay Thirsty, Stay Foolish: The Story of vitaminwater <b>Alex Center</b>	Room 3001
9:00 am – 10:15 am	2. Play <b>Jessica Walsh</b>	Room 3007
	3. ON FAILURE: How the Worst Moments in Your Life Can Turn Out to Be the Best <b>Debbie Millman</b>	Room 2003
	Dirty, Rotten Recruiting Secrets <b>Judi Wunderlich</b>	Room 3002
9:00 am – Noon	Workshop: Determine Your Positioning and Find Your Target Market <b>Ilise Benun</b> (additional fee required)	Room 2000
9:00 am – 10:15 am	11. The Art of Saying No: Setting Yourself Up for Success <b>Jim Woods</b>	Room 2009
9:50 am – 10:35 am	4. Brand Ennobled—Honoring Equity and Reviving Relevance <b>Joseph Duffy IV</b>	Room 3001
10:45 am – 11:30 am	5. Cultural Shifts and the Changing Face of Retail Packaging <b>Bill Harper &amp; Jim Warner</b>	Room 3001
10:45 am – Noon	12. The In-House Survival Guide: Learn to Adapt, Adopt and Join the Evolution <b>Glenn John Arnowitz</b>	Room 2009
10:45 am – Noon	4. Type or Consequences <b>Denise Bosler</b>	Room 3022
	5. Advanced Proposal & Pricing Strategies <b>Emily Cohen</b>	Room 3002
	6. Creatively Recalculating Your Daily Design Routine <b>Von Glitschka</b>	Room 3007
	7. Nailing Logos: From Brainstorm to Finish <b>Jim Krause</b>	Room 2003
	8. How Your Sketchbook Can Open Your Mind, Boost Your Creativity & Rock Your World <b>Danny Gregory</b>	Room 2002
	Creating and Promoting Business with Blurb <b>Donna Boyer</b>	Room 2006
	6. Repackaging Microsoft <b>Jeff Loth</b>	Room 3001
11:35 am – 12:20 pm	IHMC Lunch on Your Own	
Noon – 12:30 pm	DPDC Lunch on Your Own	
Noon – 2:00 pm	DPDC Lunch on Your Own	
Noon – 4:00 pm	CFC Peer-to-Peer Mentoring	Room 3018
Noon – 6:30 pm	HDL Exhibit Hall Open	
12:15 pm – 1:15 pm	Create iPad Apps Without Writing Code <b>Terry White</b>	Room 3022

# AT A GLANCE

Creative Freelancer Conference

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## MONDAY, JUNE 24 continued

12:30 pm – 2:00 pm (additional fee required)	Workshop: Sign-up, School-up, Re-up: An Introduction to Recruiting, Interviewing, Hiring and Professional Development Best Practices <b>Andy Epstein &amp; Jackie Schaffer</b>	Room 2009
1:00 pm – 4:00 pm (additional fee required)	Workshop: You Don't Know What You Know: Developing Your Content Strategy <b>Mark O'Brien</b>	Room 2000
2:00 pm – 2:45 pm	7. Generation Jump! When to Rewind a Brand or Fast Forward It <b>Terri Goldstein</b>	Room 3001
2:00 pm – 3:15 pm	13. Be a Laser, Not a Lighthouse <b>Todd Henry</b>	Room 2009
2:00 pm – 3:15 pm	9. How to Change the World (Or at Least Your Part of It ) With Socially Conscious Design <b>Noah Scalin</b>	Room 3002
	10. My Top 10 Design Business Failures <b>David Sherwin</b>	Room 3022
	11. Pencil to Pixel: Making the Transition from Print to Interactive <b>Jose Caballer</b>	Room 2003
	12. Survivor Meets Shark Tank - In-House Training Camp <b>Matt Mattus</b>	Room 2002
	13. Creative Boot Camp: Generate Ideas in Greater Quantity & Quality in 60 Minutes <b>Stefan Mumaw</b>	Room 3007
	Saying "No" Never Felt So Good: How the House of Blues Design Team Improved Their Ability to Deliver <b>Erin Frey and Brent Mark</b>	Room 2006
2:50 pm – 3:35 pm	8. Eco Doesn't Have to Be Boring <b>Tim Hankins</b>	Room 3001
3:45 pm – 4:30 pm	9. Put Your Money Where Your Mouse Is <b>Kevin Shaw</b>	Room 3001

## MONDAY, JUNE 24 continued

3:45 pm – 5:00 pm	14. Expand Your Realm for Success: Grow Giant Ears & Listen for Hidden Opportunities <b>Bob Calvano</b>	Room 3002
	15. Archetypes in Branding <b>Josh Chen &amp; Margaret Hartwell</b>	Room 2003
	16. Design Career Lifecycle <b>Terry Lee Stone</b>	Room 3022
	17. How Websites are Built <b>Chris Butler</b>	Room 2002
	18. Shitty Typography on a Cat & Other Ways to Design with Humor <b>Heather Bradley</b>	Room 3007
	Designer's Guide to Controlling Color <b>John Scott Thorburn</b>	Room 2006
4:35 pm – 5:20 pm	10. Packaging a Brand <b>David Turner</b>	Room 3001
5:00 pm – 6:30 pm	Exhibit Hall Open/Happy Hour <b>sponsored by Appleton Coated/Curious Collection/Utopia</b>	
6:30 pm – 7:30 pm	Reinventing Your Ideas: How the Little Things Yield Big Results <b>Johnny Cupcakes</b>	Room 3007

## TUESDAY, JUNE 25

8:00 am – 9:00 am	HDC Continental Breakfast/Exhibit Hall Open	Exhibit Hall
9:00 am – 9:45 am	11. Packaging a Retail Experience <b>Mike Peck</b>	Room 3001
9:00 am – 10:15 am	19. Selling Creativity <b>Mary Zalla</b>	Room 3007
	20. Basic Principles of Identity Design <b>Sagi Haviv</b>	Room 2003
	Pushing the Envelope: Direct Mail <b>Daniel Dejan and Trish Witkowski</b>	Room 3022
9:50 am – 10:35 am	12. The Intersection of Design and the Law <b>Aaron Keller and Steve Baird</b>	Room 3001
10:45 am – 11:30 am	13. Competing Outside the Box <b>Stefan Hartung and Jenny Sall</b>	Room 3001
10:45 am – Noon	21. Hungry. Will Work for Groceries. <b>Tim Cox</b>	Room 3002
	22. Design Currency: Understand, Define & Promote the Value of Your Design Work <b>Jenn &amp; Ken Visocky O'Grady</b>	Room 2002
	23. The Craft of Design <b>Christian Helms</b>	Room 3022
	24. Print to Interactive Roadmap <b>Patrick McNeil</b>	Room 2003
	25. Obsessive Creative Disorder Development: Keeping Negative Thoughts and Anxiety Out of Your Workflow <b>Stephanie Voss</b>	Room 3007
	CINEMA 4D to After Effects: The Ultimate Motion Graphics Workflow <b>Nick Campbell</b>	Room 2006
11:35 am – 12:20 pm	14. How Much, How Many, and When? <b>Evelio Mattos</b>	Room 3001
12:00 pm – 6:30 pm	Exhibit Hall Open	
Noon – 2:00 pm	HDC Lunch on Your Own	

# AT A GLANCE

Creative Freelancer Conference

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## TUESDAY, JUNE 25 *continued*

12:15 pm – 1:15 pm	Create HTML Websites for Desktop and Mobile Devices Without Writing Code <b>Rufus Deuchler</b>	Room 3022
12:15 pm – 1:45 pm	HDC/DPDC Lunch with a Speaker (additional fee required)	Room 2009
12:20 pm – 2:00 pm	DPDC Lunch On Your Own/Exhibit Hall Open	
2:00 pm – 2:45 pm	15. Lean, Mean Design Machine <b>Ben Cleaver</b>	Room 3001
2:00 pm – 3:15 pm	26. Embracing Change <b>Jennifer Sonderby</b>	Room 2002
	27. Battle Ground to Higher Ground: Resolving Conflict <b>Cami Travis-Groves</b>	Room 3002
	28. The Modern Day Portfolio <b>Hank Richardson</b>	Room 3022
	29. Photoshop to HTML <b>Chris Converse</b>	Room 2003
	30. ROY G. BIV: An Exceedingly Surprising Talk About Color <b>Jude Stewart</b>	Room 3007
	Web to Print: Your Design—Only Better <b>PsPrint</b>	Room 2006
2:50 pm – 3:35 pm	16. Speaking Truth To Power – The Real Role of Design in Business <b>Ian McLean</b>	Room 3001
3:45 pm – 4:30 pm	17. Bad Package Design is Everywhere <b>Will Burke and Paul van den Berg</b>	Room 3001
3:45 pm – 5:00 pm	31. Web Hosting 101 <b>Patrick McNeil</b>	Room 3002
	32. The Four Pillars of the Redefined Agency <b>Jeni Herberger</b>	Room 3022
	33. Designing in My Underwear: Briefs on a Career <b>Jeff Fisher</b>	Room 2002
	34. Storytelling in the Age of the Tablet <b>Mario Garcia</b>	Room 3007
	35. What Movies Can Teach You About Storytelling <b>Justin Ahrens</b>	Room 2003
	The Creative Power of Brands without Boundaries <b>Ron Selvey</b>	Room 2006

## TUESDAY, JUNE 25 *continued*

4:45 pm – 5:45 pm	18. The Importance of Risk Taking, For Better or Worse <b>Hamish Campbell, Kevin Shaw, &amp; Dennis Whalen</b>	Room 3001
5:15 pm – 6:00 pm	Effective Project Management Within a Creative Environment: People, Process and Technology <b>Traffic LIVE and guest speakers</b>	Room 2002
6:00 pm – 7:30 pm	Portfolio Review <b>Sponsored by The Creative Group</b>	1st Floor Lobby
9:00 pm – 11:30 pm	HDL Closing Reception <b>Sponsored by Neenah Paper</b>	3rd Floor Lobby

## WEDNESDAY, JUNE 26

8:30 am – 9:30 am	Breakfast Roundtables - HDC	Exhibit Hall
	Designing for the Responsive Inbox <b>Chris Korbey</b>	Room 2002
9:45 am – 11:00 am	36. Who Are You? Who Needs to Know? <b>Alina Wheeler</b>	Room 2003
	37. How to Avoid Work <b>James Victore</b>	Room 3007
	30 Bright Ideas to Ignite Reader Interest <b>Kit Hinrichs</b>	Room 2002
11:15 am – 12:30 pm	38. Idea Execution: How Ideas are Brought to Life <b>Scott Belsky</b>	Room 3007

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