

# HOW DESIGN LIVE



## JUNE 21-25 • 2012 BOSTON

### Thursday, June 21st, 2012

8:00 am - 8:50 am

**1. Networking Breakfast - IHMC**

Dyana Valentine

8:00 am - 8:50 am

**1. Welcome and Introduction - CFC**

Ilise Benun, Founder, Marketing Mentor

9:00 am - 10:15 am

**2. Opening Keynote: Becoming a Chief Cultural Officer - IHMC**

Grant McCracken, Research Affiliate, MIT

9:00 am - 10:15 am

**2. Options for Growth - CFC**

Luke Mysse

10:45 am - 12:00 pm

**3. Hungry. Will Work For Groceries. - IHMC**

Tim Cox, Director of Creative Strategy, Publix Super Markets

10:45 am - 12:00 pm

**3. Positioning Yourself As If You Were Outside Looking In - CFC**

David C. Baker, Principal, ReCourses, Inc.

12:00 pm - 1:00 pm

**Lunch On Your Own - CFC**

12:00 pm - 2:00 pm

**Lunch On Your Own - IHMC**

1:00 pm - 2:00 pm

**Workflow and Project Management Tools: A Primer - IHMC**

Jackie Schaffer, Vice President & General Manager, Cella Consulting

1:00 pm - 2:00 pm

**5. Live Audit with Ilise Benun - CFC**

Ilise Benun, Founder, Marketing Mentor

2:00 pm - 3:15 pm

**6. How to Land Better Clients and More Profitable Work with a Proven Screening Process - CFC**

**4. Planning for the First Year of Freelance - CFC**

Shane Pearlman, CEO, Modern Tribe, Inc.

**7. Building Your Prospect List: Quality vs. Quantity - CFC**

Allen Murabayashi, CEO, PhotoShelter, Inc.

	Ilise Benun, Founder, Marketing Mentor Ed Gandia, Founding Partner, International Freelancers Academy
2:00 pm - 3:15 pm	<b>4. Establishing and Leveraging Your Value - IHMC</b> David C. Baker, Principal, ReCourses, Inc.
3:45 pm - 5:00 pm	<b>8. Skillful Communication with Clients - CFC</b> Marcia Hoeck, Owner, Hoeck Associates
3:45 pm - 5:00 pm	<b>5. Bridging the Great Divide - IHMC</b> riCardo crespo, SVP, Global Creative Chief, FCP, Twentieth Century Fox
5:00 pm - 6:30 pm	<b>Happy Hour: 5-Minute Presentations from Attendees - CFC</b>
5:00 pm - 6:30 pm	<b>Happy Hour - IHMC</b>

**9. Is Your Website Generating Business? - CFC**  
Mark O'Brien, Founder, Newfangled

## Friday, June 22nd, 2012

8:00 am - 8:50 am	<b>Breakfast Roundtables - IHMC</b>			
8:00 am - 12:00 pm	<b>Studio Tour AM - Extra Fee Required</b>			
8:00 am - 8:50 am	<b>Morning Roundtables - CFC</b>			
8:30 am - 6:30 pm	<b>Stock Photography Expo</b>			
9:00 am - 10:30 am	<b>6. This Old InHOWse - IHMC</b> Emily Cohen, Principal and Lead Consultant, Cohen Miller Consulting Jennifer Miller, Principal and Lead Consultant, Cohen Miller Consulting			
9:00 am - 10:15 am	<b>10. The Nuts and Bolts of Pricing and Negotiating - CFC</b> Sarah Durham, Principal, Big Duck			
9:00 am - 12:00 pm	<b>Workshop: Make A World: Solving Design Challenges Through Games - Extra Fee Required</b> Sunni Brown, Owner / Creative Director, sunnibrown.com	<b>Workshop: Anatomy of a Logo: Creating Effective Design Under a Looming Deadline - Extra Fee Required</b> Von Glitschka, Illustrative Designer, Glitschka Studios	<b>Workshop: From Passion to Profit - Extra Fee Required</b> Peleg Top	<b>Workshop: Effective Brainstorming For Designers - Extra Fee Required</b> David Sherwin, Principal Designer, frog
10:45 am - 12:00 pm	<b>7. In-House Interpersonal: Giving and Receiving Feedback on Creative Work - IHMC</b> Mark McGuinness, Creative Business Coach, Lateral Action			
10:45 am - 12:00 pm	<b>11. Top Ten Tools to Save You Time (Radically Streamline Your Business in the Cloud) - CFC</b> Patrick McNeil, Owner, Design Meltdown	<b>12. Making More Money (And Other Tax Problems) - CFC</b> Martin Kamenski, President & Founder, Rockstar CPA		
12:00 pm - 1:00 pm	<b>Lunch On Your Own - CFC</b>			
12:00 pm - 2:00 pm	<b>Lunch on Your Own OR Lunch with an InHOWse Speaker for an additional fee - IHMC</b>			

12:15 pm - 1:45 pm	<b>Networking Lunch - Extra Fee Required</b> Steve Gordon, RDQLUS Creative		
1:00 pm - 5:00 pm	<b>Studio Tour PM - Extra Fee Required</b>		
1:00 pm - 2:00 pm	<b>13. PANEL: Perspectives on Money and Pricing - CFC</b> Jonathan Cleveland, Principal, Cleveland Design Sarah Durham, Principal, Big Duck Cameron Foote, Principal, Creative Business Shane Pearlman, CEO, Modern Tribe, Inc.		
2:00 pm - 3:00 pm	<b>1. Design Matters Live: Debbie Millman Interviews Brian Collins - DPDC</b> Debbie Millman, President, Design, Sterling Brands Brian Collins, COLLINS		
2:00 pm - 3:15 pm	<b>8. Speaker Panel Moderated by Andy Epstein - IHMC</b> Andy Epstein, The BOSS Group		
2:00 pm - 3:15 pm	<b>14. How to Create and Execute Your Marketing Plan - CFC</b> Ed Gandia, Founding Partner, International Freelancers Academy	<b>15. Pitch Perfect - CFC</b> Dyana Valentine	
2:00 pm - 5:00 pm	<b>Workshop: Change the Way You Think About Type</b> Dr. Shelley Gruendler, Founding Director, Type Camp International, Inc.	<b>Workshop: Brand Development</b> David Holston, Director of Online Communication, Georgia Institute of Technology	<b>Workshop: Escape the Workshop: Making Tri-Fold Funk</b> Trish Witkowski, Chief Folding Fanatic, foldfactory.com
			<b>Workshop: Making Strategy a Valuable Part of Your Process</b> Rochelle Seltzer, Principal, Rochelle Seltzer :: Design Strategy
3:15 pm - 4:15 pm	<b>2. The Dieline Package Design Awards 2012 - DPDC</b>		
3:45 pm - 5:00 pm	<b>9. In-House Inspiration: How to Generate Ideas in Greater Quantity &amp; Quality - IHMC</b> Stefan Mumaw, Creative Director, Purveyor of All That Rocks, Callahan Creek		
3:45 pm - 5:00 pm	<b>16. Your Post-CFC Action Plan - CFC</b> Ilise Benun, Founder, Marketing Mentor		
4:30 pm - 4:50 pm	<b>3. Best of Show: The Dieline Package Design Awards - DPDC</b>		
4:30 pm - 6:30 pm	<b>Networking Kickoff Sponsored by The Creative Group - HDC, IHMC, CFC, DPDC</b>		
6:30 pm - 8:00 pm	<b>1. Opening Keynote: Coltrane, Concord, Cool Kids and Other Creative Choices - HDC, IHMC, CFC, DPDC</b> Sam Harrison, Words-Ideas-Action		
8:00 pm - 10:00 pm	<b>Opening Reception Sponsored by Mohawk Fine Papers, Exhibit Hall Opening - HDC, IHMC, CFC, DPDC</b>		

## Saturday, June 23rd, 2012

7:30 am - 8:30 am	<b>iPad Publishing for Designers ... and Everyone Else! presented by Quark</b> Dan Logan, Quark
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Chris Nuernberger, Quark

8:00 am - 8:50 am

**Continental Breakfast in the Exhibit Hall - DPDC**

8:00 am - 9:00 am

**Continental Breakfast / Exhibit Hall + Expo Open - HDC, DPDC**

8:00 am - 9:00 am

**Continental Breakfast in the Exhibit Hall - HDC**

9:00 am - 9:45 am

**4. Rethinking Design Thinking - DPDC**

Rob Wallace, Managing Partner, Wallace Church, Inc.

9:00 am - 10:15 am

**2. Under the Covers With Chip Kidd - HDC**

Chip Kidd

**3. A Tribute to Hillman Curtis - HDC**

Debbie Millman, President, Design, Sterling Brands

**Color Management For Designers**

John Scott Thorburn, Senior Color Analyst , Canon USA

9:00 am - 10:30 am

**10. Top Down Development: Soft Skills Equals Hard Results—Corporate Etiquette and Communication Skills - IHMC**

Andy Epstein, The BOSS Group

9:55 am - 10:25 am

**5. At What Price Does Good Design Become Great? - DPDC**

Jackie DeLise, Vice President, New Business Development, HMS Design

10:35 am - 11:20 am

**6. A Weird and Wonderful Odditorium of the Curious, Risky and Creative World of Pearlfisher - DPDC**

Jonathan Ford, Creative Partner, Pearlfisher

10:45 am - 12:00 pm

**4. Current Trends in Web Design - HDC**

Patrick McNeil, Owner, Design Meltdown

**5. Becoming a Design Leader - HDC**

David Sherwin, Principal Designer, frog

**6. Process as a Competitive Advantage - HDC**

Alina Wheeler

**7. 30 in 60 - HDC**

Jim Krause, Jim Krause Design  
Dyana Valentine

**8. The INs and OUTs of Working In-House - HDC**

Johanna Björk

**The New Normal for Books and Design, Presented By Blurb**

Donna Boyer, Chief Product Officer, Blurb

10:45 am - 12:15 pm

**11. Top Down Development: Coaching High-Level Creative Performance From Your Team - IHMC**

Mark McGuinness, Creative Business Coach, Lateral Action

11:30 am - 12:00 pm

**7. Private Brand Package Design: The In-House Perspective - DPDC**

Alex Blake, Project Manager - Graphic Designer, The Fresh Market

Andy Kurtts, The Fresh Market

12:00 pm - 2:00 pm

**Lunch On Your Own / Exhibit Hall + Expo Open - HDC, DPDC**

12:15 pm - 1:45 pm

**Design Websites Without Writing Code With Adobe Muse Presented By Adobe Systems**

Rufus Deuchler, Senior Worldwide Design Evangelist, Adobe Systems

2:00 pm - 2:45 pm

**8. Design Death Match - It's Your Design Versus Your Life - DPDC**

Steve Cullen, Design and Creative Director, Creature

2:00 pm - 3:15 pm

**9. Web Typography NOW: The Future of Typography - HDC**

Jason Cranford Teague, Managing Director of User Experience, Forum One Communications

**10. Balancing Your Freelance Workload - HDC**

Willo O'Brien, WilloToons

**11. Be the Best in Your Own Backyard - HDC**

Jake Lefebure, CEO / Co-Founder, DesignArmy  
Pum Lefebure, Creative

**12. What is 'Good' Design? - HDC**

Christopher Simmons, Principal, MINE

**13. Drawing Conclusions: How Drawing Improves Design - HDC**

Von Glitschka, Illustrative Designer, Glitschka Studios

**Designing with space, time, and type using Cinema4D, Presented by Maxon**

Colin Evoy Sebestyen, Principal, Movecraft

Director / Co-Founder,  
DesignArmy

3:00 pm - 3:45 pm

**9. The Future of Do-It-Yourself: Just Add Water - DPDC**

Kristin Heist, Senior Design Strategist, Continuum  
Heather Reavey, Principal Strategist, Continuum

3:45 pm - 5:00 pm

**14. Getting Unstuck: Finding the FLOW in Workflow - HDC**

Kelly Goto, Principal,  
gotomedia

**15. The Alternative Design Career - HDC**

Bryony Gomez-Palacio,  
Principal,  
UnderConsideration  
Armin Vit, Principal,  
UnderConsideration

**16. Chasing the Monster Idea - HDC**

Stefan Mumaw, Creative  
Director, Purveyor of All  
That Rocks, Callahan  
Creek

**17. Typographic Lessons from the Young Guns - HDC**

Allan Haley, Director of  
Words and Letters,  
Monotype Imaging

**18. Going it Alone - HDC**

Glenn John Arnowitz,  
Director of Global  
Creative Services

**Selling Time the Best Way Possible, Presented By Streamtime**

Phillip Sunderland,  
Creative Director,  
Streamtime

4:00 pm - 4:45 pm

**10. Getting Over Your Douche-Bag(gage): Lessons From Summer's Eve and Other Brands That Have Shed Their Baggage - DPDC**

Angela Bryant, Director U.S. Marketing - Femenine Care, Fleet Laboratories, Inc.  
John Nunziato, Creative Director, Little Big Brands

5:00 pm - 6:30 pm

**Exhibit Hall Open, Happy Hour Sponsored by NewPage, Cash Bars - HDC, DPDC**

6:30 pm - 7:30 pm

**The Standard 5: Special Effects, Presented By Sappi Fine Paper North America**

Kit Hinrichs, Founder, Studio Hinrichs  
Gerald Richards, Chief Executive Officer, 826 National

**The Art and Science of Designing an Abundant Life**

Peleg Top

**Sunday, June 24th, 2012**

7:30 am - 8:30 am

**Discover Adobe Creative Cloud and See What's New in Creative Suite 6 Presented by Adobe Systems**

Rufus Deuchler, Senior Worldwide Design Evangelist, Adobe Systems

8:00 am - 9:00 am

**Continental Breakfast in the Exhibit Hall - HDC, DPDC**

9:00 am - 9:45 am

**11. Breaking Down Walls: Co-Creation with Consumers - DPDC**

DeeDee Gordon, Sterling Brands

9:00 am - 10:15 am

**19. Overcoming Idea Killers to Create Killer Ideas - HDC**

Tom Fishburne, Founder and CEO, Marketoonist

**20. Brand Thinking and Other Noble Pursuits - HDC**

Debbie Millman, President, Design, Sterling  
Brands

**Typographic Hat Trick - Three Designers, Three Perspectives, Presented By Monotype**

Dan Rhatigan, UK Type Director, Monotype  
Imaging, Inc.  
Steve Matteson, Creative Type Director,  
Monotype Imaging, Inc.  
Jim Wasco, Senior Type Designer, Monotype  
Imaging, Inc.

9:55 am - 10:25 am

**12. Small Budget, Big Impact - DPDC**

Yael Miller, Principal, Miller Creative, LLC

10:35 am - 11:20 am

**13. Brands: It's Not You, It's Us. - DPDC**

Dan Formosa, Smart Design

10:45 am - 12:00 pm	<b>21. Designing With HTML5 and CSS 3 - HDC</b> Todd Zaki Warfel, Co-Founder, Nimble Apps	<b>22. Business Etiquette: The New Rules in a Digital Age - HDC</b> Donna Farrugia, Executive Director, The Creative Group	<b>23. Managing Client Expectations - HDC</b> Terry Lee Stone	<b>24. How to Make Killer Logos and Identities in the 21st Century - HDC</b> Armin Vit, Principal, UnderConsideration	<b>25. Creative Storytelling for Designers and Unicorns - HDC</b> Christopher Chapman, Global Creativity and Innovation Director, The Walt Disney Company	<b>Tablet Design in 30 minutes or Less with Mag+</b> Amie Barder, Creative Support Specialist, mag+
11:30 am - 12:00 pm	<b>14. The Ins and Outs of Print Production - DPDC</b> Brennan Higgins, Account Director, CBX					
12:00 pm - 2:00 pm	<b>Lunch On Your Own / Exhibit Hall + Expo Open OR Lunch with a HOW Speaker for an additional fee - HDC</b>					
12:00 pm - 2:00 pm	<b>Lunch On Your Own / Expo Open OR Lunch with a Dieline Speaker for an additional fee - DPDC</b>					
12:15 pm - 1:45 pm	<b>Learn to Create a Digital Publication for the iPad Without Writing Code! Presented By Adobe Systems</b>					
2:00 pm - 3:15 pm	<b>26. Cranking the Creative Trebuchet - HDC</b> Kody Chamberlain	<b>27. How to Work With Multiple Brands In-House - HDC</b> Nicole Mueller, Global Producer, Lands' End	<b>28. Red Flag City: Learning to Say No to Bad Clients - HDC</b> Jason Adam, Principal / Designer, Hexanine Tim Lapetino, Hexanine	<b>29. Will Work for Work - HDC</b> Mikey Burton, Creative Person, Mikey Burton Design & Illustration	<b>30. Making Stuff Happen: How Writing a Book Kept Two Designers Sane After the Demise of Their Studio - HDC</b> Chris Elkerton, Creative Director, Zygoht Partners Dave Gouveia, Founder, 3 Dogz Creative Inc.	<b>Can Great Design Be Templated? Presented By Emma</b> Chris Korbey, Creative Director, Emma
2:00 pm - 2:45 pm	<b>15. Hatchlings: The Power of Developing Your Own Brands - DPDC</b> Katie Jain, Co-Founder and Creative Director, Hatch Design Joel Templin, Co-Founder, Creative Director, Hatch Design					
3:00 pm - 3:45 pm	<b>16. What Women Want to See, Feel and Understand about Brand Packaging - DPDC</b> Terri Goldstein, Principal and Founder, The Goldstein Group					
3:45 pm - 5:00 pm	<b>31. We Believe in Magic - HDC</b> Claudia Barnett, Collective Assembly	<b>32. Branding Made Personal - HDC</b> Kim Higdon, Founder / CEO, English Moon	<b>33. Tall Tales from a Large Man - HDC</b> Aaron James Draplin, Sole Proprietor, Draplin Design Co.	<b>34. The Visual Brief - HDC</b> Joseph Duffy IV, Design Director, Duffy & Partners	<b>35. How to Survive Your Soul Crushing Day Job - HDC</b> Melissa Morris Ivone	<b>Decorative Effects for Your Brand, Presented By Color-Logic Inc.</b> Richard Ainge, Creative Director, Color-Logic Inc.
4:00 pm - 4:45 pm	<b>17. Designing the Future - DPDC</b> Lee Maschmeyer, Partner and Creative Director, COLLINS					
4:30 pm - 7:30 pm	<b>Design School Expo - HDC, DPDC</b>					

6:00 pm - 7:30 pm      **Portfolio Review Sponsored by The Creative Group - HDC, DPDC**

9:00 pm - 12:00 am      **Closing Reception Sponsored by Neenah Paper - HDC, DPDC**

**Monday, June 25th, 2012**

8:30 am - 9:30 am      **Continental Breakfast / Breakfast Roundtables - HDC, DPDC**

9:45 am - 11:00 am	<b>36. Matters of Wonder - HDC, DPDC</b> Justin Ahrens, Creative Director, Rule29 Creative	<b>37. How Print Design Is the Future of Interaction - HDC, DPDC</b> Mike Kruzeniski, Creative Director, Microsoft	<b>Future Trends: The Unity of Color, Presented by HP Graphic Arts</b> Leatrice Eiseman, Executive Director, Pantone Color Institute
11:15 am - 12:30 pm	<b>38. Closing Keynote: Release Your Brilliance - HDC, DPDC</b> Simon T. Bailey, Chief Brillionaire, Brilliance Institute, Inc.		