

HOW DESIGN LIVE



JUNE 21-25 • 2012 BOSTON

Thursday, June 21st, 2012

8:00 am - 8:50 am

1. Welcome and Introduction - CFC

Ilise Benun, Founder, Marketing Mentor

9:00 am - 10:15 am

2. Options for Growth - CFC

Luke Mysse

10:45 am - 12:00 pm

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

David C. Baker, Principal, ReCourses, Inc.

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

Ilise Benun, Founder, Marketing Mentor

Ed Gandia, Founding Partner, International Freelancers Academy

3:45 pm - 5:00 pm

8. Skillful Communication with Clients - CFC

Marcia Hoeck, Owner, Hoeck Associates

5:00 pm - 6:30 pm

Happy Hour: 5-Minute Presentations from Attendees - 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.

9. Is Your Website Generating Business? - CFC

Mark O'Brien, Founder, Newfangled

Friday, June 22nd, 2012

8:00 am - 8:50 am

Morning Roundtables - CFC

8:30 am - 6:30 pm

Stock Photography Expo

9:00 am - 10:15 am

10. The Nuts and Bolts of Pricing and Negotiating - CFC

Sarah Durham, Principal, Big Duck

10:45 am - 12:00 pm

11. Top Ten Tools to Save You Time (Radically Streamline Your Business in the Cloud) - CFC

Patrick McNeil, Owner, Design Meltdown

12:00 pm - 1:00 pm

Lunch On Your Own - CFC

1:00 pm - 2:00 pm

13. PANEL: Perspectives on Money and Pricing - CFC

Jonathan Cleveland, Principal, Cleveland Design

Sarah Durham, Principal, Big Duck

Cameron Foote, Principal, Creative Business

Shane Pearlman, CEO, Modern Tribe, Inc.

2:00 pm - 3:15 pm

14. How to Create and Execute Your Marketing Plan - CFC

Ed Gandia, Founding Partner, International Freelancers Academy

3:45 pm - 5:00 pm

16. Your Post-CFC Action Plan - CFC

Ilise Benun, Founder, Marketing Mentor

12. Making More Money (And Other Tax Problems) - CFC

Martin Kamenski, President & Founder, Rockstar CPA

15. Pitch Perfect - CFC

Dyana Valentine