

# HOW DESIGN LIVE



JUNE 21-25 • 2012 BOSTON

## Thursday, June 21st, 2012

- 8:00 am - 8:50 am      **1. Networking Breakfast - IHMC**  
Dyana Valentine
- 9:00 am - 10:15 am    **2. Opening Keynote: Becoming a Chief Cultural Officer - IHMC**  
Grant McCracken, Research Affiliate, MIT
- 10:45 am - 12:00 pm   **3. Hungry. Will Work For Groceries. - IHMC**  
Tim Cox, Director of Creative Strategy, Publix Super Markets
- 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
- 2:00 pm - 3:15 pm      **4. Establishing and Leveraging Your Value - IHMC**  
David C. Baker, Principal, ReCourses, Inc.
- 3:45 pm - 5:00 pm      **5. Bridging the Great Divide - IHMC**  
riCardo crespo, SVP, Global Creative Chief, FCP, Twentieth Century Fox
- 5:00 pm - 6:30 pm      **Happy Hour - IHMC**

## Friday, June 22nd, 2012

- 8:00 am - 8:50 am      **Breakfast Roundtables - IHMC**
- 8:30 am - 6:30 pm      **Stock Photography Expo**

9:00 am - 10:30 am

**6. This Old InHOWse - IHMC**

Emily Cohen, Principal and Lead Consultant, Cohen Miller Consulting  
Jennifer Miller, Principal and Lead Consultant, Cohen Miller Consulting

10:45 am - 12:00 pm

**7. In-House Interpersonal: Giving and Receiving Feedback on Creative Work - IHMC**

Mark McGuinness, Creative Business Coach, Lateral Action

12:00 pm - 2:00 pm

**Lunch on Your Own OR Lunch with an InHOWse Speaker for an additional fee - IHMC**

2:00 pm - 3:15 pm

**8. Speaker Panel Moderated by Andy Epstein - IHMC**

Andy Epstein, The BOSS Group

3:45 pm - 5:00 pm

**9. In-House Inspiration: How to Generate Ideas in Greater Quantity & Quality - IHMC**

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

**Saturday, June 23rd, 2012**

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

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