

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 crespó, 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