



Wednesday, June 22nd, 2011

- 2:00 pm - 3:15 pm **Welcome and Opening Keynote: Decoding the Meaning of Design (Dieline)**
- 3:30 pm - 4:30 pm **Color Strategy, Forecasting and Expressions (Dieline)**
- 4:45 pm - 5:45 pm **Being First: Lessons from Packaging's Past (Dieline)**
- 5:45 pm - 6:45 pm **Happy Hour (Dieline)**

Thursday, June 23rd, 2011

- 8:00 am - 8:50 am **Breakfast Roundtables**
- 9:00 am - 10:00 am **Designing for Icons (Dieline)**
- 10:15 am - 11:15 am **Designing Holistically: Harmonizing Graphics & Structure (Dieline)**
- 11:30 am - 12:00 pm **Freeing the Siren: A Look at the Starbucks Brand Evolution (Dieline)**
- 12:15 pm - 12:45 pm **How Designers (and Design Thinking) Solve Real Business Problems (Dieline)**
- 12:45 pm - 2:15 pm **Lunch on your own**
- 1:00 pm - 1:30 pm **The Future of Freelancing (CFC)**

1:30 pm - 3:00 pm **To Plan or Not to Plan? (CFC)**

2:15 pm - 3:15 pm **Design Thinking? How About Design Living? (Dieline)**

3:30 pm - 4:30 pm **Unlikely Inspiration (Dieline)**

3:30 pm - 5:00 pm **Being a 24/7 Creative Pro (CFC)**

4:45 pm - 5:45 pm **Challenging the Future of Food with Design (Dieline)**

5:00 pm - 6:30 pm **Happy Hour (CFC)**

6:30 pm - 7:30 pm **In the Trenches (CFC)**

Friday, June 24th, 2011

8:00 am - 8:50 am **Breakfast Roundtables** **Designing Courage – Seattle’s Best Coffee’s Inside Story of an Unexpected Partnership (Dieline)**

8:00 am - 12:00 pm

9:00 am - 9:30 am **Using Public Relations to Position Your Design Firm Beyond the Price Wars (Dieline)**

9:00 am - 10:15 am **Intro to Marketing for Freelancers (CFC)** **How to Fail at Marketing: Advanced Techniques for Freelancers (CFC)**

9:00 am - 12:00 pm **Escape the Tri-Fold Funk C Effective Brainstorming for Vector Basic Training S W Pitch Perfect™: Never Be A Deer in Headlights Again B IH (extra fee required) Designers C IH (extra fee required) F MC ST (extra fee required)**

9:45 am - 10:15 am **The Perfect Face: Custom Type for Specialty Food Packaging (Dieline)**

10:30 am - 11:30 am **Brand Thinking and Other Noble Pursuits (Dieline)**

10:45 am - 12:00 pm **Basic Money Management Strategies for Freelancers I Want to Make a Million Dollars! (CFC) (CFC)**

11:45 am - 12:45 pm **Exploring The Package Design Process (Dieline)**

12:00 pm - 2:00 pm **Lunch on your own**

12:00 pm - 2:15 pm **Lunch on your own (actual times dependent on session selections)**

12:15 pm - 1:45 pm

12:45 pm - 2:15 pm	Lunch on your own			
1:00 pm - 5:00 pm				
2:00 pm - 3:15 pm	Becoming a Hired Gun (CFC)			
2:00 pm - 5:00 pm	Photographing People, Places and Things C (extra fee required)	Caffeine for the Creative Team: Turning Brainstorming Into Brainsqualling C IH (extra fee required)	Hard-Core User Tips: InDesign™ S (extra fee required)	How to Launch a Project on Time & Under Budget B F IH (extra fee required)
2:15 pm - 3:15 pm	? (That's right--this session is actually entitled "Question Mark") (Dieline)			
3:30 pm - 4:30 pm	The Dieline Package Award Ceremony (Dieline)			
3:45 pm - 5:00 pm	Round Up! (aka: I Went to CFC, Now What?) (CFC)			
4:30 pm - 6:30 pm	HOW Design Live Networking KickOff			
5:00 pm - 6:30 pm	HOW Design Live Networking KickOff			
5:00 pm - 6:30 pm	Dinner on Your Own/HOW Design Live Networking KickOff			
6:30 pm - 8:00 pm	1. HOW Design Live Opening Keynote: Being Available in the Moment (HOW, InHOWse, CFC, Dieline)			
8:00 pm - 10:00 pm	HOW Design Live Opening Reception (HOW, InHOWse, CFC, Dieline)			

Saturday, June 25th, 2011

8:00 am - 8:50 am	InHOWse Networking Breakfast: Coffee and Collaboration (InHOWse)		
8:00 am - 9:00 am	Continental Breakfast/Resource Center Open		
8:15 am - 9:00 am	Design + Email Marketing = Supercharge Your Results		
9:00 am - 10:15 am	What the Future Wants From a Designer (InHOWse)		
9:00 am - 10:15 am	2. Creating the <i>Martha Stewart Living</i> Digital Magazine App for the iPad B C W	3. Galumphing, Goats on Roofs and Other Revelations to Spark Inspiration C IH MC	
10:45 am - 12:00 pm	Managing a Cross-Generational Creative Team (InHOWse)	Make Your Designs Earn Extra Cash!	

10:45 am - 12:00 pm	4. The Creative Process Illustrated: How Big Ideas Are Born C MC	5. The Creative Team of the Future B MC	6. The NEW Web Typography: Where The Sexy Is C MC W	7. Influence in Business Through Design Thinking C MC	8. Creative Stuff: The Comprehensive Bulleted List C MC
12:15 pm - 1:30 pm	The brilliance of the 2011 NVA's in print, by the world renowned Counterspace and HP Indigo				
12:15 pm - 1:45 pm	Lunch with Justin Ahrens	Lunch with Glenn John Arnowitz	Lunch with Shannon Carter	Lunch with Chris Chapman	Lunch with Chris Elkerton
12:15 pm - 1:45 pm	Lunch with Bryony Gomez-Palacio & Armin Vit	Lunch with Allan Haley	Lunch with Jessica Hische	Lunch with Blake Howard	Lunch with Jake & Pum Lefevure
12:15 pm - 1:45 pm	Lunch with Heather Lins	Lunch with Matthew Loyd	Lunch with Kevin McConkey	Lunch with Brian Miller	Lunch with Deborah Morrison
12:15 pm - 1:45 pm	Lunch with Wendy Oldfield	Lunch with Mig Reyes	Lunch with Rochelle Seltzer	Lunch with Jason Cranford Teague	Lunch with Cami Travis-Groves
12:15 pm - 1:45 pm	Lunch with jeffstaple	Lunch with Anne-Marie Concepcion	Lunch with Mark O'Brien	Lunch with Jim Krause	
12:15 pm - 1:45 pm	Lunch with Donna Farrugia	Lunch with David Link	Lunch with Stefan Mumaw	Lunch with James Victore	Top Secret Adobe Technology Preview
12:00 pm - 2:00 pm	Resource Center Open/Lunch on Your Own				
1:00 pm - 1:45 pm	Becoming a Photo-Finding Phenom				
2:00 pm - 3:15 pm	9. Using the Brand Value Pyramid: Developing More Meaningful Messaging & Stronger Design B DD IH	10. Above the Fold: From Print to Web C DD MC ST W	11. The Creative Side of Growing a Design Business (And Earning Good Money, Too) B F	12. Making Clients Part of the Design Process B IH MC	13. Get Out of Your Rut! C F MC
2:00 pm - 3:15 pm	In-House Optimization: How to Turbo-Charge Your In-House Team (InHOWse)				
3:45 pm - 5:00 pm	Purpose vs Responsibility: How Your Design Prowess Balances the Two (InHOWse)				
3:45 pm - 5:00 pm	14. The Problem with Pro-Bono B DD	15. How the New Kids on the Block Do It C MC	16. Fee + Equity: How to Charge Less and Make More B	17. Critiques: Powerful Tool or Power Trip IH	18. Turning Your Creative Obsessions into Opportunities C MC
5:00 pm - 6:30 pm	Networking/Happy Hour (InHOWse)				
5:00 pm - 6:30 pm	Happy Hour in the Resource Center				
6:30 pm - 7:30 pm	Creating Ideas That Matter				

Sunday, June 26th, 2011

7:30 am - 8:30 am	Adobe Abracadabra With Rufus Deuchler, Senior Worldwide Design Evangelist				
8:00 am - 8:45 am	Color Management for Designers				
8:00 am - 8:50 am	Breakfast Roundtables				
8:00 am - 9:00 am	Continental Breakfast/Resource Center Open				
9:00 am - 10:15 am	Advantages and Disadvantages of Chargeback and Allocation Funding Models (InHOWse)				
9:00 am - 10:15 am	19. Who Died and Made You Boss? C	20. Where Ideas Come from and Where They Go C	Don't Let Your Fonts Manage You		
10:45 am - 12:00 pm	From Firefighter to Strategic Partner (InHOWse)		How to Design In Metallics for Generating Revenue with Digital Print		
10:45 am - 12:00 pm	21. Power of the Package DD	22. See Different. Do Different. B DD MC	23. Creative Stuff: The Comprehensive Bulleted List REPEAT C MC	24. Marketing Your In-House Department IH	25. The NEW Web Typography: Where The Sexy Is REPEAT C MC W
12:00 pm - 1:00 pm	Googley Fonts - Custom Type Design as Brand Touchpoint (InHOWse)				
12:00 pm - 2:00 pm	Resource Center Open/Lunch on Your Own				
12:15 pm - 1:30 pm	How eBooks Might Save Book Design				
12:15 pm - 1:45 pm	Publishing to Digital Devices With InDesign CS5.5				
2:00 pm - 3:15 pm	Ask the Speakers (InHOWse)				
2:00 pm - 3:15 pm	26. Cheap Type Tricks C DD MC	27. Secrets to Creating Effective, Compelling and Memorable Design Portfolios MC ST	28. Lead Generation 101: How to Make Your Site Into a Business-Generating Machine B W	29. Make and Sell Your Own Products B DD MC	30. The Un-Guide to Creativity and Brainstorming C IH
3:45 pm - 5:00 pm	31. Letter for a Living C DD MC	32. Alt-Dot-Career B DD MC ST	33. Developing Addictive Experiences for the iPad and Other Interactive Tablets B C DD MC W	34. Design Strategy B F IH MC ST	35. Sketch, Sketch, Sketch C DD
3:45 pm - 5:00 pm	Selling Ideas to Internal Clients and Bosses (InHOWse) Take Adobe Illustrator© To The Third Dimension With EskoArtwork© DeskPack Plugins				
6:00 pm - 7:30 pm	Portfolio Review				
9:00 pm - 11:30 pm	Sunday Night Reception				

Monday, June 27th, 2011

8:30 am - 9:30 am

Continental Breakfast/Breakfast Roundtables

8:45 am - 9:30 am

From Fringe to Mass Market: Once-Underground Trends that have Gone Mainstream (HOW, InHOWse)

9:45 am - 11:00 am

**36. All Your Creativity
Questions Answered C**

37. How to Build a Better Business B MC

38. Making Your Way in a Digital World W

11:15 am - 12:30 pm

39. HOW Design Live CLOSING KEYNOTE: Fascinate: How to Persuade and Captivate C