



Friday, June 24th, 2011

8:00 am - 12:00 pm

9:00 am - 12:00 pm

**Escape the Tri-Fold
Funk C IH (extra fee
required)**

**Effective
Brainstorming for
Designers C IH (extra
fee required)**

**Vector Basic Training S W (extra fee
required)**

**Pitch Perfect™: Never Be A Deer in
Headlights Again B F MC ST (extra fee
required)**

12:00 pm - 2:00 pm

Lunch on your own

12:15 pm - 1:45 pm

1:00 pm - 5:00 pm

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)**

4:30 pm - 6:30 pm

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)
9:00 am - 10:15 am	What the Future Wants From a Designer (InHOWse)
10:45 am - 12:00 pm	Managing a Cross-Generational Creative Team (InHOWse)
12:00 pm - 2:00 pm	Resource Center Open/Lunch on Your Own
12:15 pm - 1:45 pm	
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)
5:00 pm - 6:30 pm	Networking/Happy Hour (InHOWse)

Sunday, June 26th, 2011

8:00 am - 8:50 am	Continental Breakfast/Resource Center Open
9:00 am - 10:15 am	Advantages and Disadvantages of Chargeback and Allocation Funding Models (InHOWse)
10:45 am - 12:00 pm	From Firefighter to Strategic Partner (InHOWse)
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
2:00 pm - 3:15 pm	Ask the Speakers (InHOWse)
3:45 pm - 5:00 pm	Selling Ideas to Internal Clients and Bosses (InHOWse)
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		