



## Friday, June 24th, 2011

8:00 am - 12:00 pm

8:30 am - 6:30 pm

**Stock Photography Expo**

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)**

12:15 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 - 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  | 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 | 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      | Make Your Designs Earn Extra Cash!  |
| 12:00 pm - 2:00 pm  | Resource Center Open/Lunch on Your Own   |  |  |  |  |   |
| 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                                    | Lunch with Donna Farrugia   |
| 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                               | Lunch with David Link   |
| 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                                  | Lunch with Stefan Mumaw   |
| 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                                | Lunch with James Victore  |
| 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 jeffstaple  | Lunch with Anne-Marie Concepcion                   | Lunch with Mark O'Brien  | Lunch with Jim Krause  | Top Secret Adobe Technology Preview                          |   |
| 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                              | Revive Print Campaigns With New and Innovative Digital Print Substrates               |
| 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 | Digital Printing Essentials: What You Need to Know to Create Top-Notch Print Projects |
| 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 - 9:00 am      **Continental Breakfast/Resource Center Open**

9:00 am - 10:15 am      **19. Who Died and Made You Boss? C      20. Where Ideas Come from and Where They Don't Let Your Fonts Manage You Go C**

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      How to Design In Metallics for Generating Revenue with Digital Print**

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**

1:00 pm - 1:45 pm      **Touch Changes Everything: How I Learned to Stop Worrying and Love the Tablet**

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      CINEMA 4D In Production: Make great looking 3D animations on a deadline**

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      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 The Power of Yes in a Digital World W |
| 11:15 am - 12:30 pm | 39. HOW Design Live CLOSING KEYNOTE: Fascinate: How to Persuade and Captivate C              |   |   |