

# HOW DESIGN LIVE



JUNE 21-25 • 2012 BOSTON

## Thursday, June 21st, 2012

8:00 am - 8:50 am

**1. Welcome and Introduction - CFC**

Ilise Benun, Founder, Marketing Mentor

9:00 am - 10:15 am

**2. Options for Growth - CFC**

Luke Mysse

10:45 am - 12:00 pm

**3. Positioning Yourself As If You Were Outside Looking In - CFC**

David C. Baker, Principal, ReCourses, Inc.

1:00 pm - 2:00 pm

**5. Live Audit with Ilise Benun - CFC**

Ilise Benun, Founder, Marketing Mentor

2:00 pm - 3:15 pm

**6. How to Land Better Clients and More Profitable Work with a Proven Screening Process - CFC**

Ilise Benun, Founder, Marketing Mentor

Ed Gandia, Founding Partner, International Freelancers Academy

3:45 pm - 5:00 pm

**8. Skillful Communication with Clients - CFC**

Marcia Hoeck, Owner, Hoeck Associates

5:00 pm - 6:30 pm

**Happy Hour: 5-Minute Presentations from Attendees - CFC**

**4. Planning for the First Year of Freelance - CFC**

Shane Pearlman, CEO, Modern Tribe, Inc.

**7. Building Your Prospect List: Quality vs. Quantity - CFC**

Allen Murabayashi, CEO, PhotoShelter, Inc.

**9. Is Your Website Generating Business? - CFC**

Mark O'Brien, Founder, Newfangled

## Friday, June 22nd, 2012

8:00 am - 8:50 am

**Morning Roundtables - CFC**

8:30 am - 6:30 pm

**Stock Photography Expo**

9:00 am - 10:15 am

**10. The Nuts and Bolts of Pricing and Negotiating - CFC**

Sarah Durham, Principal, Big Duck

10:45 am - 12:00 pm

**11. Top Ten Tools to Save You Time (Radically Streamline Your Business in the Cloud) - CFC**

Patrick McNeil, Owner, Design Meltdown

**12. Making More Money (And Other Tax Problems) - CFC**

Martin Kamenski, President & Founder, Rockstar CPA

12:00 pm - 1:00 pm

**Lunch On Your Own - CFC**

1:00 pm - 2:00 pm

**13. PANEL: Perspectives on Money and Pricing - CFC**

Jonathan Cleveland, Principal, Cleveland Design

Sarah Durham, Principal, Big Duck

Cameron Foote, Principal, Creative Business

Shane Pearlman, CEO, Modern Tribe, Inc.

2:00 pm - 3:15 pm

**14. How to Create and Execute Your Marketing Plan - CFC**

Ed Gandia, Founding Partner, International Freelancers Academy

**15. Pitch Perfect - CFC**

Dyana Valentine

3:45 pm - 5:00 pm

**16. Your Post-CFC Action Plan - CFC**

Ilise Benun, Founder, Marketing Mentor