

YES! Sign me up to be part of the Design Revolution!

Name _____

1. CHOOSE YOUR CONFERENCE

For the best career-changing experience (not to mention the biggest savings) register for “The BIG Ticket”

THE BIG TICKET

(includes access to all 4 Conferences; please check all conference selections, and select individual sessions, if applicable)



Sessions:

Friday, June 22

4:30 pm-6:30 pm

- Networking Kickoff, sponsored by *The Creative Group*

6:30 pm-8:00 pm * **OPENING KEYNOTE**

- 1. Coltrane, Concord, Cool Kids and Other Creative Choices

8:00 pm-10:00 pm

- Opening Reception, sponsored by *Mohawk Fine Papers*

Saturday, June 23

8:00 am-9:00 am

- Continental Breakfast

9:00 am-10:15 am

- 2. Under the Covers with Chip Kidd
- 3. Meta Process: Making it Up as I Go Along

10:45 am-Noon

- 4. Current Trends in Web Design
- 5. Becoming a Design Leader
- 6. Process as a Competitive Advantage
- 7. 30 in 60

- 8. The INs and OUTs of Working In-House

2:00 pm-3:15 pm

- 9. Web Typography NOW: The Future of Typography
- 10. Balancing Your Freelance Workload
- 11. Be the Best in Your Own Backyard
- 12. What Is “Good” Design?

- 13. Drawing Conclusions: How Drawing Improves Design

3:45 pm-5:00 pm

- 14. Getting Unstuck: Finding the FLOW in Workflow
- 15. The Alternative Design Career
- 16. Chasing the Monster Idea
- 17. Typographic Lessons from the Young Guns
- 18. Going it Alone

5:00 pm-6:30 pm

- Happy Hour in the Exhibit Hall, sponsored by *The Creative Group*

Sunday, June 24

8:00 am-9:00 am

- Continental Breakfast

9:00 am-10:15 am

- 19. Overcoming Idea Killers to Create Killer Ideas
- 20. Brand Thinking and Other Noble Pursuits

10:45 am-Noon

- 21. Designing with HTML5 and CSS3
- 22. Business Etiquette: The New Rules in a Digital Age
- 23. Managing Client Expectations
- 24. How to Make Killer Logos and Identities in the 21st Century
- 25. Creative Storytelling for Designers and Unicorns

2:00 pm-3:15 pm

- 26. Cranking the Creative Trebuchet
- 27. How to Work with Multiple Brands In-House
- 28. Red Flag City: Learning How to Say No to Bad Clients
- 29. Will Work for Work
- 30. Making Stuff Happen

3:45 pm-5:00 pm

- 31. We Believe in Magic
- 32. Branding Made Personal
- 33. Tall Tales from a Large Man
- 34. The Visual Brief
- 35. How to Survive Your Soul Crushing Day Job

6:00 pm-7:30 pm

- I would like to show my work at the HOW Portfolio Review, sponsored by *The Creative Group* (deadline: March 30)

9:00 pm-11:30 pm

- Closing Reception

Monday, June 25

8:30 am-9:30 am

- Continental Breakfast/Breakfast Roundtables

9:45 am-11:00 am

- 36. Matters of Wonder
- 37. How Print Design is the Future of Interaction

11:15 am-12:30 pm * **CLOSING KEYNOTE**

- 38. Release Your Brilliance



**INHOWSE
MANAGERS
CONFERENCE**
BOSTON • JUNE 21-23 • 2012

Get the skills you need to address your unique in-house challenges at the InHOWse Managers Conference.



dieLine
PACKAGE DESIGN
CONFERENCE
BOSTON • JUNE 22-25 • 2012

Don't miss this opportunity to learn from today's hottest rock stars of package design, all sharing their own experiences to help you further your skills and your career. You'll explore case studies of established brands to see how they reached their elevated—and highly visible—status. You'll also learn how to better tap into the minds of consumers—to use their own desires and behaviors as a basis for your designs.

The Dieline Package Design Conference's line-up also includes the prestigious The Dieline Awards Ceremony!

Sunday, June 24

6:00 pm-7:30 pm

- I would like to show my work at the Dieline Portfolio Review, sponsored by *The Creative Group* (deadline: March 30)



**CREATIVE
FREELANCER
CONFERENCE**
BOSTON • JUNE 21-22 • 2012

In Conjunction with Marketing Mentor

The Creative Freelancer Conference is the only *business* conference for creative solopreneurs, from designers and writers to illustrators and photographers. You'll get the specific tools you need to launch, build and grow a successful freelance business.

CFC offers two tracks in several time slots to help you tailor your agenda to meet your specific needs. Please indicate your session choice for the following time slots:

Thursday, June 21

10:45 am – Noon

- Positioning Yourself
- Planning for the First Year of Freelance

2:00 pm – 3:15 pm

- Why a Bigger Business Isn't Always Better
- Building Your Prospect List: Quality vs. Quantity

3:45 pm – 5:00 pm

- Skillful Communication with Clients
- Is Your Website Generating Business?

Friday, June 22

10:45 am – Noon

- Top 10 Tools to Save You Time
- Making More Money (and Other Tax Problems)

2:00 pm – 3:15 pm

- How to Create and Execute Your Marketing Plan
- Pitch Perfect

Register online at HOWDesignLive.com

EARLY-BIRD DISCOUNT
Register by March 30, 2012 and SAVE BIG!

Sign me up for the **following email newsletters**, with updates on Conference events, tips from speakers, notices of sold-out events and more.

- HOW Design Conference**
- InHOWse Managers Conference**
- Creative Freelancer Conference**
- The Dieline Package Design Conference**

2. IDENTIFY YOURSELF

Please print clearly the following information as you would like it to appear on your badge.

Name _____

Title _____

Company _____

Address _____

City _____ Country _____

State/ZIP _____

Phone (_____) _____

Email _____

3. PAYMENT INFO

Method of Payment (Federal Tax ID #20-2955953)

Mail to: HOW Design Live
Registration Department
10151 Carver Road, Suite 200
Cincinnati, OH 45242

Note: All payments must be made in U.S. currency drawn on a U.S. bank.

Purchase Orders will not be accepted.

Check/money order enclosed (payable to: HOW Design Live)

Charge my:* MC VISA AmEx

Card Number: _____

Exp. Date: _____ Security Code** : _____

Name on Card: _____

Company Name (if applicable): _____

Billing Address: _____

City/State/ZIP: _____

Signature: _____

*The charge will appear on your statement as "F+W-HOW Design Live."

** 3 digits on back of VISA/MC or 4 digits above account number on AmEx.

	Early-Bird (by March 30)	Regular
The BIG Ticket (includes full access to all 4 conferences)	<input type="radio"/> \$1595	<input type="radio"/> \$1795
HOW Design Conf or InHOWse Managers Conf or The DIELINE Package Design Conf Individual Please check specific Conference: <input type="radio"/> HDC <input type="radio"/> IHMC <input type="radio"/> TDPDC	<input type="radio"/> \$1225	<input type="radio"/> \$1295
Group Group rates are per person. Requires 3 or more registrations from the same company received at the same time. Please check specific Conference: <input type="radio"/> HDC <input type="radio"/> IHMC <input type="radio"/> TDPDC	<input type="radio"/> \$1195	<input type="radio"/> \$1245
Student Include a copy of student ID and proof of 12 current credit hours to qualify. Applies to HOW Design Conf and The DIELINE Conf only. Student rate requires a special code. Email HOWDesignLive@fwwmedia.com for details.	<input type="radio"/> \$595	<input type="radio"/> \$595
Creative Freelancer Conference Individual	<input type="radio"/> \$545	<input type="radio"/> \$595
HOW Design Live MP3s Includes audio MP3s of all available sessions, provided within 30 days post-conference.	<input type="radio"/> \$99	<input type="radio"/> \$99
Guest Registration (applies to The BIG Ticket, HOW Conf and The DIELINE Conf regs only. Includes continental breakfast; Friday Opening Reception; Closing Reception; and Exhibit Hall admission.) Guest name _____	<input type="radio"/> \$325	<input type="radio"/> \$325
Optional Events • Friday, June 22 (additional fee) NOTE: Space is limited, and these events sell out quickly. It's first-come, first-served, so register early!		
Morning (choose one)	w/ Full Conference	À la Carte
AM Studio Tour (8:00 am - Noon)	<input type="radio"/> \$175	<input type="radio"/> \$325
Make A World: Solving Design Challenges through Games (9:00 am – Noon)	<input type="radio"/> \$175	<input type="radio"/> \$325
Anatomy of a Logo (9:00 am – Noon)	<input type="radio"/> \$175	<input type="radio"/> \$325
Fearless Creative Business Success (9:00 am – Noon)	<input type="radio"/> \$175	<input type="radio"/> \$325
Effective Brainstorming for Designers (9:00 am – Noon)	<input type="radio"/> \$175	<input type="radio"/> \$325
Networking Lunch (12:15 pm-1:45 pm)	<input type="radio"/> \$75	<input type="radio"/> \$75
Lunch with an InHOWse Speaker - Friday, June 22 (12:15 pm – 1:45 pm)	<input type="radio"/> \$75	<input type="radio"/> \$75
Speaker name (see website for most current Lunch with a Speaker roster) _____		
Afternoon (choose one)	w/ Full Conference	À la Carte
PM Studio Tour (1:00 pm - 5:00 pm)	<input type="radio"/> \$175	<input type="radio"/> \$325
Change the Way You Think About Type (2:00 pm – 5:00 pm)	<input type="radio"/> \$175	<input type="radio"/> \$325
Brand Development (2:00 pm – 5:00 pm)	<input type="radio"/> \$175	<input type="radio"/> \$325
Making Strategy a Valuable Part of Your Process (2:00 pm – 5:00 pm)	<input type="radio"/> \$175	<input type="radio"/> \$325
Escape the Tri-Fold Funk (2:00 pm – 5:00 pm)	<input type="radio"/> \$175	<input type="radio"/> \$325
Lunch with a HOW or The DIELINE Speaker - Sunday, June 24 (12:15 pm – 1:45 pm)	<input type="radio"/> \$75	<input type="radio"/> \$75
Speaker name (see website for most current Lunch with a Speaker roster) _____		
Coupon Code/Discount* _____		-\$
Grand Total		\$

*Applicable only to Individual full-conference registration.

Not applicable to Group or The Big Ticket.