

# HOW DESIGN LIVE



## BOSTON

MAY 12-16 • 2014

**#HOWLIVE**

An  *fwmedia* Event

## HOW DESIGN LIVE FULL SCHEDULE

<span style="color: red;">■</span> HOW DESIGN CONFERENCE	<span style="color: black;">■</span> KEYNOTES
<span style="color: purple;">■</span> HOW LEADERSHIP CONFERENCE	<span style="color: gray;">■</span> NETWORKING
<span style="color: cyan;">■</span> THE DIELINE CONFERENCE	<span style="color: yellow;">■</span> TECH SESSION
<span style="color: green;">■</span> IN-HOUSE MANAGEMENT CONFERENCE	
<span style="color: orange;">■</span> CREATIVE FREELANCER BUSINESS CONFERENCE	

### MONDAY, MAY 12

9:00 AM - NOON	Establishing a Brand-Driven Message Architecture <b>Margot Bloomstein SOLD OUT</b>	BALLROOM C
1:00 - 4:00 PM	Establishing a Brand-Driven Message Architecture <b>Margot Bloomstein SOLD OUT</b>	BALLROOM C
	Comedy Improv Training for Creatives <b>Stefan Mumaw</b>	BALLROOM B
	Dieline Workshop - Designing Sustainable Packaging Step-By-Step <b>Candace Hodder</b>	BALLROOM A
1:15 - 2:15 PM	Photoshop to HTML <b>Chris Converse</b>	ROOM 302
	Learn by Doing and Have Fun Doing It <b>Jim Krause</b>	ROOM 304-306
2:45 - 3:45 PM	Shut Your Monkey: How to Control Your Inner Critic and Unleash Your Creativity <b>Danny Gregory</b>	ROOM 304-306
4:15 - 5:15 PM	<b>Malcolm Gladwell in Conversation with DeeDee Gordon</b>	AUDITORIUM
5:30 - 6:45 PM	Broken Nature <b>Paola Antonelli</b>	AUDITORIUM

### TUESDAY, MAY 13

8:00 - 9:00 AM	Breakfast Roundtables	BOSTON COMMON
8:30 - 6:30 PM	Stock Photography Expo	MAIN LOBBY
9:00 - 10:00 AM	<b>Debbie Millman Interviews Seth Godin</b>	AUDITORIUM
10:15 - 11:15 AM	Adding Just Enough Structure: A 5-Step Guide to Increasing Your Creativity <b>David Lesue Sponsored by AtTask</b>	ROOM 210
	The 411 on ROI <b>Trish Witkowski &amp; Daniel DeJan Sponsored by Sappi Fine Paper North America</b>	ROOM 302
	How To Get Rich In Graphic Design <b>Brian Singer</b>	AUDITORIUM
	Oops, I Became a Package Designer <b>Andy Kurtts &amp; Alex Blake</b>	BALLROOM A
10:15 AM - 12:30 PM	Off the Page, Into the Wild: Designing for the Internet of Things <b>David Sherwin &amp; Jennifer Dunnam</b>	BALLROOM B
	Responsive Wordpress in a Day <b>Brian Wood</b>	BALLROOM C
11:30 AM- 12:30 PM	How to Design & Manage a Sticky Brand <b>Bridget Dinneen &amp; Ron Selvey Sponsored by WebDAM</b>	ROOM 210
	A Designed Life: What Were We Thinking? What Are We Thinking Now? <b>Nancye Green &amp; Michael Donovan</b>	AUDITORIUM
	Design Through Collision <b>Sebastian Padilla</b>	BALLROOM A
12:30 - 2:00 PM	Lunch on your own	
12:45 - 1:45 PM	Create Cutting-Edge Web Sites. No Code. No Kidding. <b>Terry White Sponsored by Adobe</b>	ROOM 304-306
2:00 - 3:00 PM	We Are the Stories We Tell <b>Stanley Hainsworth</b>	AUDITORIUM

## TUESDAY, MAY 13 CONTINUED

3:15 – 4:15 PM	Marketing Strategies for Attracting Your Ideal Clients <b>Peleg Top</b>	BALLROOM B
	Creative Right Now: How Extreme Deadlines Can Drive Digital Innovation <b>Jason Bender</b>	AUDITORIUM
	Put Your Money Where Your Heart Is <b>Justin Ahrens</b>	ROOM 304-306
	<b>Elizabeth Olson</b>	BALLROOM C
	Packaging is Strategy <b>Min Lew</b>	BALLROOM A
4:30 – 5:30 PM	Typographic Master Lessons <b>Allan Haley</b>	AUDITORIUM
	Being a Sponge Doesn't Suck <b>JJ Sedelmaier</b>	BALLROOM B
	Designing Around Deadlines, Without Clients, and Other Backstories of Magazines <b>Caleb Bennett</b>	ROOM 304-306
	Design Inside . . . <b>Moira Cullen</b>	BALLROOM C
	35 Things to Avoid When Building a Design Firm <b>John Nunziato</b>	BALLROOM A
5:30 – 6:45 PM	Networking Kick-Off <i>Sponsored by The Creative Group</i>	AUDITORIUM LOBBY
6:45 – 7:00 PM	Welcome <b>Bridgid Agricola</b>	AUDITORIUM
7:00 – 8:00 PM	7 Things I Learned In 7 Years of Reading, Writing, and Living <b>Maria Popova</b>	AUDITORIUM
8:00 – 10:00 PM	Exhibit Hall Opens <i>Sponsored by Mohawk</i>	EXHIBIT HALL

## WEDNESDAY, MAY 14

7:30 – 8:30 AM	Responsive Website Design Made Easy <b>Brian Wood Sponsored by Adobe</b>	ROOM 304-306
8:00 – 9:00 AM	Breakfast Roundtables <i>Sponsored by Hoefler &amp; Co.</i>	BOSTON COMMON

## WEDNESDAY, MAY 14 CONTINUED

9:00 – 10:00 AM	Designing for Success <b>Hamish Campbell &amp; David Hartman</b>	ROOM 304-306
	Zooming Into Your Creative Zing Zone <b>Sam Harrison</b>	AUDITORIUM
	99% Invisible Live <b>Roman Mars</b>	BALLROOM C
	Developing Your Design Aesthetic <b>Trina Bentley</b>	BALLROOM A
	Unleashing Your Team's Best Work <b>Todd Henry</b>	BALLROOM B
10:15 – 11:15 AM	The Sky's the Limit for Fearless Freelancers (and Networking Prep) <b>Ilise Benun</b>	ROOM 302
	Common Mistakes Designers Make with Branding (and How to Fix Them) <b>Marcia Hoeck &amp; Ed Roach</b>	AUDITORIUM
	Design for Non-Profits and Grass Roots Projects <b>Ken Tanabe</b>	ROOM 304-306
	We're Not Here To Make Sense <b>Able Parris &amp; Mark Pollard</b>	BALLROOM C
	Fashion Branding: From Inspiration to Packaging <b>Tadeu Magalhães</b>	BALLROOM A
	Organizational Structure, Best Practices and Trends <b>Rena DeLevie</b>	BALLROOM B
	Ready. Set. Reinvent! <b>Alina Wheeler</b>	ROOM 302
	To Sell Is Human <b>Dan Pink</b>	AUDITORIUM
	Speed Coaching	BOSTON COMMON
	Lunch on Your Own	
NOON – 2:00 PM		
NOON – 6:45 PM	Exhibit Hall Open	
12:45 – 1:45 PM	Adobe Creative Cloud Time-Saving Tips <b>Terry White Sponsored by Adobe</b>	ROOM 304-306

## WEDNESDAY, MAY 14 CONTINUED

2:00 – 3:00 PM	Building Better Brands <b>Scott Lerman</b>	AUDITORIUM
	Rise of the DEO: Leadership by Design <b>Maria Giudice</b>	ROOM 304-306
	How to Build the Next Great Creative Team <b>Lisa Smith</b>	BALLROOM C
	Chicken or Egg: Brand or Package? <b>Matthew Clark</b>	BALLROOM A
	Discovery Communications Case Study - Leaning Into Change <b>Jennifer Cortner &amp; James Gilbey</b>	BALLROOM B
	Sales & Self-Promotion Strategies for Creatives <b>Jen Lombardi</b>	Room 302
3:15 – 4:15 PM	The LogoLounge Trend Report <b>Bill Gardner</b>	AUDITORIUM
	How Design Enhances Business Strategy and Total Value <b>Nathan Shedroff</b>	ROOM 304-306
	Panel of Big Brands: Empowering Creative Efficiency (Including Alaska Airlines, Elmers, and More) <b>Sponsored by WebDAM</b>	ROOM 210
	Improvisation and Design <b>Jake Barton</b>	BALLROOM C
	Inner Space - The Hidden World of Packaging Design <b>Dane Whitehurst</b>	BALLROOM A
	Client Satisfaction and the Road to Partnership <b>Mark Shafer</b>	BALLROOM B
4:30 – 5:30 PM	The Intimacies of Pricing Your Customer <b>Jason Blumer</b>	Room 302
	<b>Christine Mau</b>	AUDITORIUM
5:30 – 6:45 PM	Speed Coaching	BOSTON COMMON
	Exhibit Hall Open/ Happy Hour <b>Sponsored by 123RF.com</b>	EXHIBIT HALL
6:45 – 7:45 PM	Freelancer Showcase & Matchmaking Happy Hour	BALLROOM B
	How To Start or Grow a Unique Biz, Passion, or Idea With Little To No Start-Up Money <b>Johnny Cupcakes</b> <b>Sponsored by London International Awards</b>	AUDITORIUM

## THURSDAY, MAY 15

8:00 – 9:00 AM	Breakfast Roundtables	BOSTON COMMON
	In-House Management Breakfast Roundtables <b>Sponsored by IHAF</b>	BALLROOM B
	Creative Freelancer Breakfast Roundtables	Room 302
9:00 – 10:00 AM	Perfectly Imperfect <b>Dana Tanamachi-Williams</b>	AUDITORIUM
	Speed Coaching	BOSTON COMMON
10:15 – 11:15AM	Build Your Own Brand: A 10-Step Guide <b>Robin Landa</b>	ROOM 304-306
	Shut Your Monkey: How to Control Your Inner Critic and Unleash Your Creativity <b>Danny Gregory</b>	BALLROOM C
	Becoming an Idea Witchdoctor <b>Stefan Mumaw</b>	AUDITORIUM
	The Private Brand Revolution Revealed: Fifty2, The My Private Brand Project <b>Chris Durham</b>	BALLROOM A
	Selling Ideas <b>Sam Harrison</b>	BALLROOM B
11:30 AM – 12:30 PM	Solving Your Biggest Creative Problem: The Client <b>Doug Dolan</b>	Room 302
	Rise of the Design Entrepreneur <b>Jenny Lam</b>	ROOM 304-306
	Learn by Doing and Have Fun Doing It <b>Jim Krause</b>	AUDITORIUM
	Designers and Communication: The Past and Present <b>Riley Cran</b>	BALLROOM C
	Proof Positive: The Advantage of Being an In-House Design Team <b>Byron Reaves</b>	BALLROOM A
NOON – 2:00 PM	A Foundation in Project Management <b>Christine Molinaro</b>	BALLROOM B
	The How-To's of Virtual Teams <b>Damien Golden, Elke Giba, Julie Lang, Stephanie Helline</b>	Room 302
	Exhibit Hall open	
NOON – 2:00 PM	Lunch on your own	

## THURSDAY, MAY 15 CONTINUED

2:00 – 3:00 PM	Design As Idea <b>Bob Gill</b>	AUDITORIUM
	Speed Coaching	BOSTON COMMON
3:15 – 4:15 PM	Putting Together and Pitching a Digital Portfolio That Lands You Work <b>Diane Domeyer</b>	ROOM 304-306
	Tools of the Trade <b>Matthew Richmond</b>	BALLROOM C
	Design for What Matters with Content Strategy <b>Sara Wachter-Boettcher</b>	AUDITORIUM
	The Rise of Interactive Packaging: Envisioning the Future <b>Gerardo Herrera</b>	BALLROOM A
	Pep Boys: Brand Relaunch & Store Prototype Creative Development <b>Adam Kondos</b>	BALLROOM B
	Behind the Corporate Curtain – A Buyer's Perspective <b>Dana Mancigli</b>	ROOM 302
4:30 – 5:30 PM	Defining Your Personal Brand: Why Are You? <b>riCardo crespo</b>	ROOM 304-306
	Photoshop to HTML <b>Chris Converse</b>	BALLROOM C
	How Culture Affects Typography <b>Nikki Villagomez</b>	AUDITORIUM
	How to Design Sustainably <b>Deena Keller &amp; Saskia Van Gendt</b>	BALLROOM A
	Creating Creative Superteams <b>David Sherwin</b>	BALLROOM B
	Is Your Work Eating Your Life Alive? Freelancers Speak on Work/Life Balance <b>Jill Anderson, Jenn David Connolly, Laura Foley, Tom Tumbusch</b>	ROOM 302
5:45 – 6:45 PM	Basic Principles of Identity Design <b>Sagi Haviv</b>	AUDITORIUM
7:00 – 8:00 PM	The Dieline Awards 2014 Ceremony and Pop-Up Exhibit	AUDITORIUM
9:00 – 11:30 PM	Closing Party <b>Sponsored by Neenah Paper</b>	BALLROOM ABC

## FRIDAY, MAY 16

7:30 – 8:30 AM	Breakfast Roundtables	BOSTON COMMON
	In-House Management Breakfast Roundtables <b>Sponsored by IHAF</b>	BALLROOM B
	Creative Freelancer Breakfast Roundtables	ROOM 302
8:30 – 9:30 AM	Collaborative and Interdisciplinary Design <b>Frank Baseman</b>	BALLROOM C
	The Adaptive Creative Workforce Paradigm: FTEs, ICs, ROWE and ROI <b>Andy Epstein</b>	BALLROOM B
	Creative Strategy & the Business of Design <b>Douglas Davis</b>	AUDITORIUM
9:45 – 10:45 AM	The Art of Artifacts: How To Use Graphic Treasures from the American Underbelly in Your Work <b>Aaron Draplin</b>	BALLROOM C
	Innovating from Within <b>Justin Knecht</b>	BALLROOM B
	Creating a Business Action Plan <b>Corwin Hiebert</b>	AUDITORIUM
11:00 – 11:30AM	A Celebration of Authenticity: What I've Learned about Brand Minimalism <b>Andrew Gibbs</b>	AUDITORIUM
11:30 AM – 12:30 PM	Design and Happiness <b>Stefan Sagmeister</b>	AUDITORIUM



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Back Cover Gatefold

### THANK YOU TO NEENAH PAPER!

Front cover: ROYAL SUNDANCE® Felt, Brilliant White, 110C

Interior text: ROYAL SUNDANCE® Felt, Brilliant White, 80T

Back cover: NEW ENVIRONMENT® Double Thick Cover  
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UPDATES & MORE!



## WELCOME TO HOW DESIGN LIVE

5 days. 80+ speakers and sessions. 3,000+ attendees. 365 days of planning. And it's finally here! You've already planned your own perfect combination of sessions, workshops, networking events and keynotes—but stay receptive to the impromptu conversations happening all around you: in Boston Common; before and after sessions; on your way to and from the hotel. Invite fellow attendees to lunch. Introduce yourself to the people sitting around you. And if you're here with your creative team, make sure you split up from time to time to get some fresh perspectives.

Because as impressive as the speakers on the stage are—and, wow, they really are—HOW attendees are some of the friendliest, smartest, most interesting people we know, and the connections you make now could last for years and take your career in new directions. So keep lots of business cards on you and be ready to trade.

Know what else you need to keep handy? **Your badge.** You'll need it to get into sessions, breakfast—basically everything. Replacement badges cost a pretty penny, so guard yours carefully!

Enjoy the show!





## ABOUT HOW DESIGN LIVE

### FIVE DAYS OF DESIGN. ONE EXTRAORDINARY EXPERIENCE.

HOW's own Bridgid Agricola and her team enlisted the help of four other experts at the tops of their fields to mold each conference's program, attract the most informative, fascinating speakers and cover the most timely information. Read on for details about the thought leaders behind this year's event.

## HOW DESIGN CONFERENCE



Designers pour their hearts, souls and energies into their work and it's essential to regularly refill those resources. The HOW Design Conference offers the ideal mix of creative inspiration and tactical information that you can take back to work and implement immediately.

Program Director **Bridgid Agricola** joined the HOW team in 2007 as art director. She has since served as a senior art director for HOW magazine and a content director for HOW Interactive Design.

## THE dieline CONFERENCE



Packaging design is an always-evolving specialty, with designers constantly pushing the boundaries of what a box, bottle or bag can be. The Dieline Conference is the one place where package designers can get the inside scoop on successful projects, learn about sustainable design and get inspired to produce groundbreaking work.

Program Director **Andrew Gibbs** is the founder and CEO of The Dieline, the most read package design website in the world. He is also the author of *Box Bottle Bag: The World's Best Package Designs from The Dieline*.



## HOW LEADERSHIP CONFERENCE



**New in 2014:** The HOW Leadership Conference brings together some of the most innovative thinkers of our time, sharing bold and visionary presentations sure to challenge, enlighten and motivate you to be an agent for positive change in your world.

Program Director **Debbie Millman** is President of the design division at Sterling Brands, President Emeritus of the AIGA, a contributing editor at *Print* magazine and Co-Founder and Chair of the Masters in Branding Program at the School of Visual Arts in New York City. She also hosts the award-winning radio show *Design Matters with Debbie Millman* and is the author of five books on design and branding, including *Brand Thinking and Other Noble Pursuits*.

## IN-HOUSE MANAGEMENT CONFERENCE



The In-House Management Conference teaches creative team leaders how to build their teams, inspire them, get the best work out of them and even sell that work up the corporate ladder. You'll be inspired by veteran in-house leaders who live and breathe the challenges of being a creative person in a corporate environment.

Program Director **Andy Epstein** has worked as an in-house leader since 1992, and currently heads up a 65+-person managed services team for The BOSS Group at Merck. Andy has written and spoken extensively on in-house issues and is the author of *The Corporate Creative*.

## CREATIVE FREELANCER BUSINESS CONFERENCE



The Creative Freelancer Business Conference helps freelancers and small creative business owners create a business action plan, pick up winning sales strategies, price and negotiate with confidence and attract quality clients—all so that they can concentrate on the creative work they love.

Program Director **Ilise Benun** is an author, consultant, national speaker and co-founder of Marketing Mentor. Her books include *The Designer's Guide to Marketing and Pricing*; *Stop Pushing Me Around: A Workplace Guide for the Timid, Shy and Less Assertive*; and *The Art of Self Promotion*.



## CONFERENCE HOURS

### HOW DESIGN LIVE BOOKSTORE

#### MAIN LOBBY, FIRST FLOOR

Stop by to pick up books and design tools, and to meet some of your design heroes autographing their books! See the Book Signing Schedule on page 6.

TUESDAY, MAY 13	8:00 AM - 6:00 PM
WEDNESDAY, MAY 14	8:00 AM - 6:00 PM
THURSDAY, MAY 15	8:00 AM - 6:00 PM
FRIDAY, MAY 16	8:00 AM - 1:00 PM

### HOW DESIGN LIVE REGISTRATION HOURS

#### MAIN LOBBY, FIRST FLOOR

SUNDAY, MAY 11	2:00 - 5:00 PM
MONDAY, MAY 12	7:30 AM - 7:00 PM
TUESDAY, MAY 13	7:00 AM - 8:00 PM
WEDNESDAY, MAY 14	7:00 AM - 7:00 PM
THURSDAY, MAY 15	7:00 AM - 7:00 PM
FRIDAY, MAY 16	7:00 - 11:00 AM

### HOW DESIGN LIVE EXHIBIT HALL

#### HALL A, FIRST FLOOR

Grab your business cards and check out the loads of vendors in the Exhibit Hall. You'll find solutions to some of your toughest problems, not to mention a whole lotta swag.

TUESDAY, MAY 13	8:00 - 10:00 PM
WEDNESDAY, MAY 14	8:00 - 9:00 AM; NOON - 6:30 PM
THURSDAY, MAY 15	8:00 - 9:00 AM; NOON - 2:00 PM



### HOW DESIGN LIVE BOSTON COMMON

#### HALL B, FIRST FLOOR

Recharge at Boston Common, a comfy lounge area where you can connect with other attendees, get a few minutes of work in, visit Selfie-Central or just relax and put your feet up. And don't miss the Navitor Power Up Lounge in Boston Common, where you can juice up your portable devices.

TUESDAY, MAY 13	8:00 AM - 6:00 PM
WEDNESDAY, MAY 14	8:00 AM - 8:00 PM
THURSDAY, MAY 15	8:00 AM - 7:00 PM
FRIDAY, MAY 16	8:00 AM - 1:00 PM

### PACK & SHIP

#### BUSINESS CENTER, FIRST FLOOR

Go ahead and load up on freebies in the Exhibit Hall and choose your favorite books from the HOW Design Live Bookstore—the Pack and Ship is conveniently located in the Main Lobby to help you send home all your HOW Design Live goodies!

WEDNESDAY, MAY 14	8:00 AM - 5:00 PM
THURSDAY, MAY 15	8:00 AM - 5:00 PM
FRIDAY, MAY 16	8:00 AM - 5:00 PM

### BREAKFAST ROUNDTABLES

Grab some breakfast and then join your peers for informal roundtable discussions on topics that matter to you. The complete list of topics can be found at the registration desk and in your registration bag. Wednesday's roundtables are brought to you by Hoefler & Co., and our Thursday and Friday In-House roundtables are sponsored by IHAF, the leading professional membership organization for in-house agencies.

<b>GENERAL: TUESDAY - THURSDAY 8:00 - 9:00 AM; FRIDAY 7:30 - 8:30 AM</b>	<b>BOSTON COMMON</b>
<b>FREELANCER SPECIFIC: THURSDAY 8:00 - 9:00 AM, FRIDAY 7:30 - 8:30 AM</b>	<b>ROOM 302</b>
<b>IHAF BREAKFAST ROUNDTABLES (IN-HOUSE SPECIFIC): THURSDAY 8:00 AM - 9:00 AM, FRIDAY 7:30 - 8:30 AM, SPONSORED BY IHAF</b>	<b>BALLROOM B</b>

**JOIN THE CONVERSATION #HOWLIVE**





## SPEAKER BOOK SIGNING SCHEDULE

All book signings take place at the Conference Bookstore in the Main Lobby.

### MONDAY, MAY 12

**3:00 PM** **MALCOLM GLADWELL** *The Tipping Point; Blink; Outliers; David and Goliath*

### TUESDAY, MAY 13

**11:45 AM** **BRIAN SINGER** *Graphic Content; The 1000 Journals Project*

**12:30 PM** **SETH GODIN** *Tribes, Linchpin; All Marketers are Liars*

**1:00 PM** **MARGOT BLOOMSTEIN** *Content Strategy at Work*

**4:30 PM** **JUSTIN AHRENS** *Life Kerning*

### WEDNESDAY, MAY 14

**10:15 AM** **TODD HENRY** *Die Empty; The Accidental Creative*

**12:45 PM** **DAN PINK** *To Sell is Human; Drive*

**1:00 PM** **ALINA WHEELER** *Designing Brand Identity; Brand Atlas*

**3:15 PM** **SCOTT LERMAN** *Building Better Brands*

**3:15 PM** **MARIA GIUDICE** *Rise of the DEO*

**4:30 PM** **NATHAN SHEDROFF** *Design is the Problem; Make It So*

**4:30 PM** **BILL GARDNER** *Logo Creed; LogoLounge 8*

### THURSDAY, MAY 15

**12:30 PM** **ROBIN LANDA** *Build Your Own Brand; The Guided Sketchbook That Teaches You How To DRAW!*

**12:30 PM** **CHRISTOPHER DURHAM** *Fifty 2*

**12:30 PM** **DANNY GREGORY** *An Illustrated Journey; An Illustrated Life*

**12:30 PM** **SAM HARRISON** *IdeaSelling; IdeaSpotting*

**1:00 PM** **BOB GILL** *Bob Gill So Far; What Color is Your World?*

**1:30 PM** **JIM KRAUSE** *D30: Exercises for Designers; The Logo Brainstorm Book*

**1:30 PM** **STEFAN MUMAW** *Creative Boot Camp; Chasing the Monster Idea*

**3:00 PM** **DAVID SHERWIN** *Creative Workshop; Success by Design*

**4:30 PM** **SARA WACHTER-BOETTCHER** *Content Everywhere*

### FRIDAY, MAY 16

**11:00 AM** **CORWIN HIEBERT** *Living the Dream*

**12:45 PM** **STEFAN SAGMEISTER** *Things I have learned in my life so far; Made You Look*

**NEENAH + HOW**

**JOIN NEENAH at our**

**POWER OF DESIGN closing Party**

**POWERFUL LIVE MUSIC**  
Your First drink ticket is on us (peek in your ID holder)  
it's on our new **ENVIRONMENT®** Paper **RAW™** finish.  
Light munchies throughout.

**ACT OUT IN COSTUME**  
**YOUR DESIGN**  
SUPER POWER SELFIES FOR YOU  
AND A THOUSAND FRIENDS

**BAM!**

**THURSDAY EVENING**  
**9-11:30 PM**  
HYNES CONVENTION CENTER  
BALLROOM ABC, 3RD FLOOR  
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**#HOWLIVE**  
f y



## KEYNOTE SPEAKERS

### 1. PAOLA ANTONELLI

The Museum of Modern Art, New York City  
Monday, May 12 · 5:30 PM-6:45 PM  
Broken Nature

### 2. JOHNNY EARLE

Johnny Cupcakes  
Wednesday, May 14 · 6:45 PM-7:45 PM  
How To Start or Grow a Unique Biz, Passion,  
or Idea With Little To No Start-Up Money  
(Sponsored by London International Awards)

### 3. ANDREW GIBBS

The Dieline  
Friday, May 16 · 11:00 AM- 11:30 AM  
A Celebration of Authenticity: What  
I've Learned About Brand Minimalism

### 4. BOB GILL

Thursday, May 15 · 2:00 PM- 3:00 PM  
Design As Idea

### 5. MALCOLM GLADWELL

*The Tipping Point, Blink, Outliers*  
Monday, May 12 · 4:15 PM - 5:15 PM  
Malcolm Gladwell in Conversation with  
DeeDee Gordon

### 6. SETH GODIN

*Tribes, Linchpin, All Marketers Are Liars*  
Tuesday, May 13 · 9:00 AM- 10:00 AM  
Debbie Millman Interviews Seth Godin

### 7. DEEDEE GORDON

Sterling Brands  
Monday, May 12 · 4:15 PM - 5:15 PM  
Malcolm Gladwell in Conversation with  
DeeDee Gordon

### 8. STANLEY HAINSWORTH

Tether  
Tuesday, May 13 · 2:00 PM-3:00 PM  
We Are the Stories We Tell

### 9. SAGI HAVIV

Chermayeff & Geismar & Haviv  
Thursday, May 15 · 5:45 PM-6:45 PM  
Basic Principles of Identity Design

### 10. CHRISTINE MAU

Kimberly-Clark  
Wednesday, May 14 · 4:30 PM-5:30 PM

### 11. DEBBIE MILLMAN

Sterling Brands  
Tuesday, May 13 · 9:00 AM-10:00 AM  
Debbie Millman Interviews Seth Godin

### 12. DANIEL PINK

*To Sell is Human, Free Agent Nation, A  
Whole New Mind, Drive*  
Wednesday, May 14 · 11:30AM -12:30PM  
To Sell is Human

### 13. MARIA POPOVA

*BrainPickings.org*  
Tuesday, May 13 · 7:00 - 8:00 PM  
7 Things I Learned In 7 Years of Reading,  
Writing, and Living

### 14. STEFAN SAGMEISTER

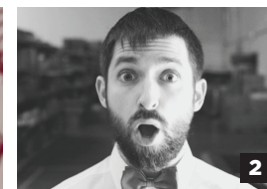
*Sagmeister & Walsh, Inc.*  
Friday, May 16 · 11:30 AM - 12:30 PM  
Design and Happiness

### 15. DANA TANAMACHI-WILLIAMS

Tanamachi Studio  
Thursday, May 15 · 9:00 - 10:00 AM  
Perfectly Imperfect



1



2



3



4



5



6



7



8



9



10



11



12



13



14



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## MONDAY, MAY 12

### 9:00 AM – NOON

#### **Establishing a Brand-Driven Message Architecture** **SOLD OUT**

Brand-driven content strategy complements user-centered design, and this workshop with **Margot Bloomstein** of Appropriate, Inc will help you get up to speed on the philosophy, questions, tools and exercises to implement it.

### NOON – 1:00 PM Lunch on Your Own

### 1:00 – 4:00 PM

#### **Comedy Improv Training for Creatives**

If you're a creative and you're looking to generate better ideas faster, this workshop with **Stefan Mumaw** of Callahan Creek will equip you with the skills necessary to bust out of your idea rut and pulverize your next brainstorm session.

#### **Establishing a Brand-Driven Message Architecture** **SOLD OUT**

Brand-driven content strategy complements user-centered design, and this workshop with **Margot Bloomstein** of Appropriate, Inc will help you get up to speed on the philosophy, questions, tools, and exercises to implement it.

#### **The Dieline Workshop: Designing Sustainable Packaging Step-by-Step**

**Candace Hodder** of the Clean Agency will take you through case studies and interactive exercises to gain a holistic understanding of the key sustainability considerations that apply to packaging. You will emerge with your own sustainable packaging toolkit to apply to future design projects.

### 1:15 – 2:15 PM

#### **Photoshop to HTML**

Turn your PSD documents into web pages. **Chris Converse** of Codify Design Studio will teach you how to get hands-on with the aspects of HTML and CSS that allow you to realize your design vision in the browser.

### **Learn by Doing and Have Fun Doing It**

**Jim Krause** of Jim Krause Design will show you how you can carve out niches of extra-curricular time for enjoyable hands-on art, design and photography activities—projects that will sharpen your current strengths, help you develop new skills and satisfy your craving to make stuff just for you and just for fun.

### 2:45 – 3:45 PM

#### **Shut Your Monkey: How to Control Your Inner Critic and Unleash Your Creativity**

Learn how your inner critic, once managed, can inspire better work. Drawing on his thirty years of experience as a creative director and author, **Danny Gregory** will show you techniques to put your inner critic in its place and understand its role and purpose in the creative process.

### 4:15 – 5:15 PM

#### **KEYNOTE: Malcolm Gladwell in Conversation with DeeDee Gordon**

**Malcolm Gladwell** featured **DeeDee Gordon** in *The Tipping Point* and called her a “cool hunter”—an interpreter of youth trends for corporate America. Malcolm has been called a “detective of fads,” toppling the popular understanding of bias, crime, food, marketing, race, consumers and intelligence. Watch what happens when these two take the stage together.

### 5:30 – 6:45 PM

#### **KEYNOTE: Broken Nature**

In this session with **Paola Antonelli** of the Museum of Modern Art, you'll learn to reorient your design relationship to nature. You'll also explore the question of what it means as a designer to move beyond political or chemical correctness.



# TUESDAY, MAY 13

8:00 – 9:00 AM

## Breakfast Roundtables

Enjoy a light breakfast and good conversation with peers in Boston Common. Each table will have a particular topic, loosely moderated by a speaker or attendee. Feel free to join in wherever you think the conversation is interesting, or start your own table on a topic of your choice!

8:30 AM – 6:30 PM  
Stock Photo Expo

9:00 – 10:00 AM

## KEYNOTE: Debbie Millman Interviews Seth Godin

**Seth Godin** writes about the post-industrial revolution, the way ideas spread, marketing, quitting, leadership and most of all, changing everything. Don't miss his scintillating conversation with **Debbie Millman**, President Design Division at Sterling Brands and the host of the award-winning radio show, Design Matters with Debbie Millman.

10:15 – 11:15 AM

## Adding Just Enough Structure: A 5-Step Guide to Increasing Your Creativity

Learn simple, actionable best practices you can use to increase your creativity without sacrificing your ability to deliver! **David Lesue**, Creative Director for AtTask, will call upon his extensive experience in UX/UI and graphic design to help you overcome the daily challenges that are killing your ability to deliver award-winning creative work. *Sponsored by AtTask.*

## The 411 on ROI

Learn from **Trish Witkowski & Daniel DeJan** of Sappi how to push the envelope on direct mail and see how one of the oldest ways to reach customers is also the most powerful. You'll walk away with the latest in direct mail expertise and receive Sappi's coveted Act Now!, a comprehensive direct mail kit. *Sponsored by Sappi Fine Paper North America.*

10:15 – 11:15 AM

## How to Get Rich in Graphic Design

Facebook's **Brian Singer** will share the story of how he got rich in design, and provide insider secrets on how you can too. Through a series of examples like The 1000 Journals Project and Home Street Home, you'll walk away with step-by-step instructions to a better life in design.

## Oops, I Became a Package Designer

**Alex Blake** and **Andy Kurtts** of The Fresh Market will walk you through the past seven years they've spent building the look of the private label packaging design for The Fresh Market, from hideous designs they never wanted to see the light of day to huge successes.

10:15 AM – 12:30 PM

## Off the Page, Into the Wild: Designing for the Internet of Things SOLD OUT

Attend this session with frog's **David Sherwin** and **Jennifer Dunnam** for a set of quick and dirty storytelling and prototyping methods for cross-screen and cross-device interactive design. You'll go home with a cheat sheet of storytelling methods and examples you can bring directly into your studio practice.

## Responsive Wordpress in a Day

Gain a better understanding of responsive design and learn how to effectively apply its principles to a WordPress site in this informative session with Web Developer, Author and Trainer **Brian Wood**.

11:30 AM – 12:30 PM

## How to Design and Manage a Sticky Brand

**Bridget Dinneen** of Elmer's Products, Inc. and **Ron Selvey** of WebDAM will reveal what works and what doesn't work when it comes to becoming a sticky brand. You'll hear how to remove creative and marketing challenges that put us in a sticky situation. Enjoy free gifts, prizes, and entertaining stories. *Sponsored by WebDAM.*



### A Designed Life: What Were We Thinking? What Are We Thinking Now?

Experience speaks volumes, and in this session with design pioneers **Michael Donovan** and **Nancye Greene**, you'll follow their journey from the inception of their firm to its current successes. They'll share what they have learned in their attempt to define their own destiny and to help others do the same.

### Design Through Collision

Gain a global perspective on the branding process in this session with **Sebastian Padilla** of the Mexican agency Anagrama. Anagrama's story of the triumph of design despite struggles along the way will challenge you to reframe what you may consider to be your limitations.

**12:30 – 2:00 PM**  
**Lunch on Your Own**

**12:45 – 1:45 PM**

### Create Cutting-Edge Web Sites. No Code. No Kidding.

Say goodbye to learning HTML, CSS, and Javascript. Adobe's **Terry White** will teach you how you can create beautiful, original web designs with social media links, blogs, scroll effects and unique mobile layouts, all optimized for search engines—all without writing a single line of code. *Sponsored by Adobe.*

**2:00 – 3:00 PM**

### KEYNOTE: We Are the Stories We Tell

Find out how you can bring uniqueness, humanness and a sense of real to your client partners. In this session with Tether's **Stanley Hainsworth**, you'll learn the value of digging deeply into personal insights and interests and figuring out how you got from there to here.

**3:15 – 4:15 PM**

### Marketing Strategies for Attracting Your Ideal Clients

In this session with Leadership Coach and Business Advisor **Peleg Top**, you'll learn the nine fundamental principles to practice in your business that will help you attract and serve clients who see the value in what you have to offer, have the money to pay you and get the best results from your service.

### Creative Right Now: How Extreme Deadlines Can Drive Digital Innovation

Learn to harness the sometimes daunting power of the looming deadline in this session with **Jason Bender** from Rockfish. You'll explore how an uncomfortable deadline can inspire unexpected—and fantastic—results!

### Put Your Money Where Your Heart Is

In this transformational session, **Justin Ahrens** of Rule29 will show you how to move beyond the traditional notions of design industry success. You'll learn to tap into design's expansive potential to change the world for the better and experience the soul-satisfaction of designing for good.

### Elizabeth Olson

Story-teller & data geek. Empathetic listener & subversive. Translator & diplomat. Mother & iconoclast. **Elizabeth Olson**, Procter & Gamble's Vice President of Design-Brand Expression & Inspiration, is an infrequent speaker on design. She's been saving up her content. Don't miss this rare chance to hear her in person.

### Packaging is Strategy

Hear how companies can use packaging as a powerful strategy to build iconic brands in this in-depth session with Base designer **Min Lew**. She will share real-world examples of how Base has worked to build and reposition brands, and even re-instill pride internally.

**4:30 – 5:30 PM**

### Typographic Master Lessons

Attend this presentation with **Allan Haley** of Monotype to see brilliant design solutions from the giants of the typographic arts, and learn how and why they create great typography—and what advice they provide as teachers and mentors.

### Being a Sponge Doesn't Suck

Learn to embrace your unique interests and channel them into your work with a passion, in this lively session with animator, producer and brand consultant **J.J. Sedelmaier**. With plenty of examples on hand, J.J. will discuss the benefits of enthusiastically inviting curiosity.

### Designing Around Deadlines, Without Clients, and Other Backstories of Magazines

Learn how to embrace the challenges of a fast-paced environment that can change on a dime with help from **Caleb Bennett**, the former Deputy Art Director of the *New York Times Magazine*. Caleb will be talking through the obstacles and triumphs of that environment and how to embrace each challenge.

### Design Inside . . .

PepsiCo's **Maira Cullen** has truly designed for icons—Hallmark, Coca-Cola, Hershey's and Pepsi among them. Learn from her unique professional and personal journey as she recounts her work from an insider's perspective of designing for the biggest and best.

### 35 Things to Avoid When Building a Design Firm

Join **John Nunziato** of Little Big Brands for a humorous yet valuable journey through some of the biggest mistakes that budding design agencies make. In this session you'll learn a whopping 35 things to avoid if you are thinking of starting your own gig—or even if you're already an agency principal.

**5:30 – 6:45 PM**

### Networking Kick Off

Meet a whole bunch of new people, from all five HOW Design Live events. Take part in an easy icebreaking game as you chat with designers (of the print, web, and package design variety), freelancers, in-house managers, agency owners and creative directors. *Sponsored by The Creative Group.*

**6:45 – 7:00 PM**

### Welcome to HOW Design Live 2014

In this short introduction by HOW Content Director **Bridgid Agricola**, you'll get tips on making the most of your HOW Design Live experience.

**7:00 – 8:00 PM**

### KEYNOTE: 7 Things I Learned In 7 Years Of Reading, Writing, and Living

It's been seven years since **Maria Popova** founded BrainPickings.org, "a human-powered discovery engine for interestingness." Here, Maria will reflect on the seven lessons she's learned during that time.

**8:00 – 10:00 PM**

### Exhibit Hall Opening Reception

Hit the Exhibit Hall for the very first time during the Opening Reception. Grab a drink, wander the booths and connect with your fellow creatives. (Remember to bring a lot of business cards.) *Sponsored by Mohawk.*







# WEDNESDAY, MAY 14

7:30 – 8:30 AM

## Responsive Website Design Made Easy

Improve communication with your developer and take advantage of the latest web trends with help from Adobe's **Brian Wood**. Learn how to turn your Photoshop mockup into a responsive layout using simple tips and techniques for Adobe Photoshop CC, Adobe Edge CC Tools and Services, and more. *Sponsored by Adobe.*

8:00 – 9:00 AM

## Breakfast Roundtables Exhibit Hall Open

Enjoy a light breakfast and good conversation with peers. Each table will have a particular topic, loosely moderated by a speaker or attendee. Feel free to join in wherever you think the conversation is interesting, or start your own table on a topic of your choice! *Sponsored by Hoefler & Co.*

9:00 – 10:00 AM

## Designing for Success

Pearlfisher's **Hamish Campbell** will join **David Hartman**, Senior Creative Manager at Target, to discuss the role of design for brands big and small and how design can make a positive impact on business.

## Zooming Into Your Creative Zing Zone

Let popular HOW speaker and author **Sam Harrison** show you ways to keep zooming into the creative Zing Zone of inspiration, imagination and ideas. You'll receive tips and tools for continuing to reach higher creative peaks in your work and life.

## 99% Invisible Live

Gain a greater understanding of the power of story and its applicability to your design during this session, a live version of the award-winning program *99% Invisible* with host **Roman Mars**. You'll learn how telling the right story will inspire your audience to care about the things you care about.

## Developing Your Design Aesthetic

This session is all about helping you figure out where you—and your work—fit in. **Trina Bentley** will talk you through her decade-long journey and personal transformation from an indefatigable “YES!” woman to being a more selective, focused practitioner of design.

## Unleashing Your Team's Best Work

Learn to push back against the encroachment of “good enough” and the disorganization that leads to team underperformance in this session with Accidental Creative's **Todd Henry**. Todd will share insights and that will help you and your team stay aligned, driven, and productive over the long-term.

## The Sky's the Limit for Fearless Freelancers (and Networking Prep)

**Ilise Benun** kicks off the 7th annual Creative Freelancer Business Conference in her trademark warm, collegial style with a networking and info session where you'll learn what it takes to succeed as a freelancer, options for growing your freelancing business, and examples of success stories from our very own community.

10:15 – 11:15 AM

## Common Mistakes Designers Make with Branding (and How to Fix Them)

In this presentation, **Marcia Hoeck** of Hoeck Associates and **Ed Roach** of The Branding Experts will show you how to think about branding and present it to clients on a broader business level, so you'll gain their enthusiastic support and understanding of its value—which means you can charge what it's really worth.

## Design for Non-Profits and Grass Roots Projects

In this session, Multidisciplinary Art Director **Ken Tanabe** will present tips and tricks to keep your designs affordable enough for the projects you're passionate about, tough enough to survive real-world use by non-designers, and yet beautiful enough to make an impact (and keep you feeling good).

**We're Not Here to Make Sense**

Join **Able Parris** and **Mark Pollard** of Big Spaceship for a grown-up conversation about the little things in the design business that hide in the shadows of professionalism and achievement—things most people find uncomfortable to talk about.

**Fashion Branding: From Inspiration to Packaging**

By reflecting on a few branding and packaging projects produced at RoAndCo, **Tadeu Magalhães** will reveal how you can balance conflicting goals to create engaging branding worlds for up-and-coming fashion labels and lifestyle brands.

**Organizational Structure, Best Practices and Trends**

In this session, **Rena DeLevie** of Cella Consulting will review best practices and the questions you need to answer in order to create an environment for ongoing growth, high morale and consistently great creative.

**Ready. Set. Reinvent!**

This session is dedicated to George Eliot's maxim: "It's never too late to be what you could have been." Author **Alina Wheeler** will walk you through everything you ever wanted to know about reinvention with a step-by-step guide to making major life changes.

**11:30 AM – 12:30 PM****KEYNOTE: To Sell is Human**

In this provocative, interactive session, bestselling author **Daniel Pink** will show you how the world of selling has changed more in the last 10 years than in the previous 100. Then, using a rich trove of social science, he'll explain what to do about it—and how you can sell more effectively without selling your soul.

**Speed Coaching**

Experts in a variety of areas including freelancing, copywriting, accountability, pricing, networking, business planning and more will be available for 10-minute, one-on-one speed coaching sessions. You'll get a chance to sign up at the Registration Desk—slots will go fast! Come prepared with specific questions or scenarios pertaining to that expert's area of expertise. See page 43.

**12:00 – 6:45 PM  
Exhibit Hall Open****12:30 – 2:00 PM  
Lunch on Your Own**

Lunch options will be available for purchase in Boston Common.

**12:45 – 1:45 PM****Adobe Creative Cloud Time-Saving Tips**

Get ready to save hours of design time with loads of Adobe Photoshop CC, Illustrator CC, and InDesign CC tips—Adobe's **Terry White** will share some serious techniques to show off when you return to the Studio. *Sponsored by Adobe.*

**2:00 – 3:00 PM****Building Better Brands**

Enhance your knowledge of the branding process or take a leadership role in advancing your organization's brand at this session with **Scott Lerman**, author of *Building Better Brands*, who will share the processes and frameworks you need to build great brands.

**Rise of the DEO: Leadership by Design**

The DEO (or Design Executive Officer) looks at every business challenge as a design problem, solvable with the right mix of imagination and metrics. Facebook's **Maria Giudice** will reveal techniques, tactics and intuitions that can help you become a stronger leader within your own organization as well as the business world and beyond.

**How to Build the Next Great Creative Team**

**Lisa Smith**, Creative Director at Wolff Olins, will take us inside how the casting of creative teams needs to evolve for the future. You'll get tips for creating the right conditions for diverse thinking, collaborating with client teams and helping talented people rise to the top.

**Chicken or Egg: Brand or Package?**

What comes first—the brand or the package? In this session, **Matthew Clark** of Subplot Design Inc. will answer that question and teach you an efficient, flexible and effective process for developing a brand identity system.

**The Discovery Communications Case Study: Leaning Into Change**

**Jennifer Cortner** and **James Gilbey** of Discovery Communications' in-house agency will share how they have created a culture of leaning into change, ever-evolving and constantly working towards being a relevant part of the business. You'll leave feeling empowered to embrace change and become a leader within your own agency.

**Sales & Self-Promotion Strategies for Creatives**

**Jen Lombardi** of Kiwi Creative will teach you how to identify your target client (while weeding out any bad apples), approach prospects in a meaningful and consistent way using a defined sales cycle, and supplement your active business development efforts with more passive, but still very effective, marketing techniques.

**3:15 – 4:15 PM****The LogoLounge Trend Report**

Learn to spot patterns and trends you can use to inspire your branding work. In this session, **Bill Gardner** will reveal the trends—including transparencies, faceting, motion and hand-crafted aesthetics—he observed while working on the 2013 LogoLounge Logo Trend Report.

**How Design Enhances Business Strategy and Total Value**

In this session, Experience Design Pioneer **Nathan Shedroff** will teach you how to bridge the deepest cultural differences that set you up for failure, and share the most important learnings from business school—saving you two years and \$80,000 in the process!

**Panel of Big Brands: Empowering Creative Efficiency**

In this panel session, you'll hear from executives from the world's largest brands and their strategies on building effective creative teams, brand management initiatives, managing colossal amounts of creative files, and efficient creative and marketing workflows. *Sponsored by WebDAM.*

**Improvisation and Design**

**Jake Barton**, of the award-winning firm Local Projects, reveals how the idea of improvisation can provide powerful inspiration. Hear how to create your designs through approaches that will help move your projects from the work you have to the work you want to have.

**Inner Space: The Hidden World of Packaging Design**

Great packaging design is often and rightly celebrated for what happens on the outside of a box. But in this talk with **Dane Whitehurst** of Burgopak, you'll learn about the opportunities that exist inside a box to bring additional value to the consumer.

**Client Satisfaction and the Road to Partnership**

In this session, **Mark Shafer** of the Risk Management Association will discuss the importance of assessing team performance by measuring the satisfaction of your internal base of clients. He'll also provide tools to help you solicit feedback regarding your in-house agency's effectiveness and partnership potential.



WEDNESDAY, MAY 14

### **The Intimacies of Pricing Your Customer**

The act of pricing your customer is both a strategic process and a very relationally intimate and holistic one. Gain confidence in your ability to effectively price your customers while converting them from “customers” to “believers” at this session with **Jason Blumer** of Blumer CPAs.

**4:30 – 5:30 PM**

#### **KEYNOTE: Christine Mau**

*Advertising Age* said Kimberly-Clark’s **Christine Mau** was instrumental in “proving in serial fashion how possible it is to bring radically new looks to very old categories” when they named her one of 2010’s Women to Watch. Find out more in this inspiring keynote.

#### **Speed Coaching**

Experts in a variety of areas including freelancing, copywriting, pricing, business planning and more will be available for 10-minute, one-on-one speed coaching sessions. Sign up today at the Registration Desk—slots will go fast! Come prepared with specific questions or scenarios pertaining to that expert’s area of expertise. See page 43 for more info.

**5:30 – 6:45 PM**

#### **Exhibit Hall Happy Hour**

Stop by 123RF.COM’s booth to score a free drink ticket. **Sponsored by 123RF.COM**

#### **Freelancer Showcase & Matchmaking Happy Hour**

Looking for new talent? Browse tables where freelancers have set up their portfolios. It’s a great, quick way to informally meet creatives who may be able to provide just the right solution to your business needs. Note: Pre-registration is required for freelancers to display their portfolios, but everyone is welcome to come and enjoy their work.

**6:45 – 7:45 PM**

#### **KEYNOTE: How to Start or Grow a Unique Biz, Passion or Idea with Little to No Start-Up Money**

Don’t miss this session for an inside look at how the wild success of **Johnny Cupcakes** reinforces the power of details, experience and loyalty. Johnny Earle’s presentation provides comprehensive blueprints for getting any small business, passion or idea off the ground, while also expanding the way existing creators think. **Sponsored by the London International Awards.**

THURSDAY, MAY 15



**8:00 – 9:00 AM****Breakfast Roundtables/  
Exhibit Hall Open**

For the Breakfast Roundtable description, see pg. 5. ***In-House Management Breakfast Roundtables are sponsored by IHAF.***

**9:00 – 10:00 AM****KEYNOTE: Perfectly Imperfect**

Find out how you can use your day job as a platform for your dream job. **Dana Tanamachi-Williams** of Tanamachi Studio will share how she did just that, plus how to embrace anonymity in order to make big, necessary mistakes—and how to remain open to learning new ideas in order to grow and mature in your career.

**Speed Coaching**

Sign up at the Registration Desk for a 10-minute one-on-one speed coaching session. See page 43 for more details.

**10:15 – 11:15 AM****Build Your Own Brand: A  
10-Step Guide**

The helpful advice and 10-step system you'll learn from **Robin Landa** of Kean University will teach you how to develop and employ your personal brand essence, visual identity and style, résumé and elevator pitch, and more.

**Shut Your Monkey: How to Control  
Your Inner Critic and Unleash  
Your Creativity**

Learn how your inner critic, once managed, can inspire better work. Drawing on his thirty years of experience as a creative director and author, **Danny Gregory** will show you techniques to put your inner critic in its place and understand its role and purpose in the creative process.

**Becoming an Idea Witch Doctor**

Want to be a more effective creative on demand? Callahan Creek Creative Director and *Creative Boot Camp* author **Stefan Mumaw** will show you how. Stefan will whimsically illustrate each line of the 4-part spell for generating quality ideas quickly and provide the blueprint to repeatable idea harvesting.

**The Private Brand Revolution  
Revealed: Fifty2, The My Private  
Brand Project**

Discover a new approach to branding that you can apply to your own design in this challenging look inside the ground-breaking first book by **Christopher Durham** of My Private Brand: *Fifty2, The My Private Brand Project*.

**Selling Ideas**

**Sam Harrison**, author of *IdeaSelling*, will teach you how to connect with decision makers, how to put together winning pitches and how to sharpen presentation skills, whether standing before a group or meeting across a table.

**Solving Your Biggest Creative  
Problem: The Client**

How do you deal with a problem client? Do you tough it out, look for a workaround, try to educate—or just back away slowly? **Doug Dolan** of Doug Dolan Communications Inc. offers some lessons learned (the hard way) on what's worth trying... and when to head for the exit.

**11:30 AM – 12:30 PM****Rise of the Design Entrepreneur**

If you're a UX designer—whether you work for an agency or not—don't miss this session with **Jenny Lam** of Jackson Fish Market, where you'll learn about the opportunity to cross the chasm between consultant and product entrepreneur and finally be in control of your own destiny.

**Learn by Doing and Have Fun  
Doing It**

**Jim Krause** of Jim Krause Design will show you how you can carve out niches of extra-curricular time for enjoyable hands-on art, design and photography activities—projects that will sharpen your current strengths, help you develop new skills and satisfy your craving to make stuff just for you and just for fun.

**Designers and Communication: The  
Past and Present**

In this session, Designer **Riley Cran** will present a look at the close-knit nature of creative communities, and how your work is improved by collaboration, mentorship and association with your fellow creatives.

**Proof Positive: The Advantage of  
Being an In-House Design Team**

In this session, **Byron Reaves** of Beam's in-house agency, Pr%f, will reveal how and why in-house agencies are better equipped to create great brands—and how immersing your team in the company culture and becoming experts in your category give your in-house group an advantage over agencies.

**A Foundation in Project Management**

How can you ensure the efficient movement of projects from one functional team to another, effective client management and powerful collaborative and quality control practices? Find out in this session with **Christine Molinaro** of The BOSS Group at Merck.

**The How-Tos of Virtual Teams**

Learn strategies and tips for leading and managing a virtual team, being part of one and selling them to clients in this panel composed of veteran long-distance team members **Damien Golden** of iKANDE Advertising, **Elke Giba** of Giba Group, **Julie Lang** of Julie Lang D+AD and **Stephanie Helline** of Strategic Design Studio.

**NOON – 2:00 PM****Exhibit Hall Open****Lunch on Your Own**

Lunch options will be available for purchase in Boston Common.

**2:00 – 3:00 PM****Keynote: Design as Idea**

In this keynote talk with **Bob Gill**, founder of Fletcher/Forbes/Gill (later renamed Pentagram), you'll learn to adjust your perception as a designer and push through the barrier between what the culture-at-large encourages designers to pursue in the name of trend—and to emerge instead to a place of truly original work.

**Speed Coaching**

Sign up at the Registration Desk for a 10-minute, one-on-one speed coaching session. See page 43 for more details.

**3:15 – 4:15 PM****Putting Together and Pitching a  
Digital Portfolio That Lands  
You Work**

**Diane Domeyer**, executive director of The Creative Group, will walk you through the key steps of building an online book that showcases your core strengths, speaks directly to employers' or clients' needs, and wins you work, whether it's choice assignments at your current job or new business.

**Tools of the Trade**

How do you pick the right tool for an interactive job, when the tools (and sometimes the jobs) are constantly evolving? **Matthew Richmond** of The Chopping Block, Inc. will tackle everything from desktop design and development tools to online/mobile solutions for building and scripting interactive projects.

**Design for What Matters with  
Content Strategy**

**Sara Wachter-Boettcher** presents solutions for web design gridlock in this must-attend session for interactive designers. By learning more about content—and how to talk about it, plan for it, and deal with it online—you'll start designing with focus, clarity, and substance.

**The Rise of Interactive Packaging:  
Envisioning the Future**

Find out what the future of interactive packaging looks like, and what developing technologies and materials will be applicable in the near future, through this series of case studies done by **Gerardo Herrera's** students at Art Center College of Design.

**Pep Boys: Brand Relaunch & Store  
Prototype Creative Development**

Get an insider's take on the successful rebrand of a 90+ year-old company and glean proven strategies you can apply to design within your own organization, no matter how long it's been around. **Adam Kondos** will motor you through the story of how Pep Boys undertook the challenge of a massive, large-scope rebrand.





THURSDAY, MAY 15

### Behind the Corporate Curtain: A Buyer's Perspective

**Dana Mancigli**, ex-VP of Worldwide Marketing at Kodak and 30-year sales and marketing veteran, will share the secrets of converting more proposals into new business. Dana has canvased her peers—marketing executives looking for the services you provide—and she'll share their perspectives and her own.

4:30 – 5:30 PM

### Defining Your Personal Brand: Why Are You?

In this session, you'll learn to express your personal brand—your unique value proposition. **riCardo crespo's** principle of intelligent-provocation (INPROV©) will arm you with the ability to communicate strategically with clients, resonating with each of the brand-development stakeholders and their unique perspectives.

### Photoshop to HTML

Turn your PSD documents into web pages. **Chris Converse** of Codify Design Studio will teach you how to get hands-on with the aspects of HTML and CSS that allow you to realize your design vision in the browser.

### How Culture Affects Typography

Get a keener eye for your surroundings and a heightened awareness of how typography plays a part in your day-to-day life when you join designer, blogger and type nerd **Nikki Villagomez** for a cultural study that's as fascinating as it is crucial to good design.

### How to Design Sustainably

Get inside information on how method makes design and sustainability intrinsic to everything they do, how one informs the other and how they communicate both internally and externally, with Design Lead **Deena Keller** and Greenskeeping Manager **Saskia van Gendt**.

### Creating Creative Superteams

In this session with **David Sherwin** of frog, you'll find out how you can encourage and empower creative teams, helping to improve their communication and collaboration skills along the way. You'll leave with a set of participatory activities you can start using with your teammates right away.

### Is Your Work Eating Your Life Alive? Freelancers Speak on Work/Life Balance

Four creative freelancers—**Jill Anderson**, **Jenn David Connolly**, **Laura Foley** and **Tom Tumbusch**—will each have 10 minutes to speak about how they manage freelancing while parenting, carving out weekends and setting boundaries in both arenas.

5:45 – 6:45 PM

### KEYNOTE: Basic Principles of Identity Design

**Sagi Haviv** will discuss key principles of identity design as they manifest in projects completed by Chermayeff & Geismar & Haviv for well-known clients such as Harvard University Press, Chase Bank, Armani Exchange and others.

7:00 – 8:00 PM

### The Dieline Awards 2014 Ceremony and Pop-Up Exhibit

Come meet the winners, and take a look at their award winning projects on full display, in a one-hour only, not to be missed pop-up exhibit. Presented by **Sir Jonathan Sands**, Chairman of Elmwood and **Steve Kazanjian**, VP of Global Creative at MWV.

9:00 – 11:30 PM

### Closing Party

The Power of Design... Show Us Your Design Super Power! BAM! KAPOW! Think masks, capes, disguises, etc. There will be prizes for the best costume, so summon your internal design superpower, don your Creative Briefs and get ready for the design party of the year! **Sponsored by Neenah Paper.**

FRIDAY, MAY 16



FRIDAY, MAY 16

7:30 – 8:30 AM

### Breakfast Roundtables

Enjoy a light breakfast and good conversation with peers in Boston Common. Each table will have a particular topic, loosely moderated by a speaker or attendee. Feel free to join in wherever you think the conversation is interesting, or start your own table on a topic of your choice! ***In-House Management Breakfast Roundtables are sponsored by IHAFF.***

8:30 – 9:30 AM

### Collaborative and Interdisciplinary Design

Find out how you can collaborate more effectively at this session with **Frank Baseman** of Baseman Design Associates and Philadelphia University. Frank will present several case studies from his Design Workshop course involving students working on complex, semester-long, collaborative, interdisciplinary team-based projects.

### The Adaptive Creative Workforce Paradigm: FTEs, ICs, ROWE and ROI

This session with **Andy Epstein** of The BOSS Group at Merck will look at various staffing models as well as the creation and management of a flexible and geographically diverse group and associated best practices, technology solutions and appropriate working environments.

### Creative Strategy and the Business of Design

This session with **Douglas Davis** of The Davis Group LLC and the NYC College of Technology will give you the tools to provide value when design conversations veer off into marketing territory. You will learn how to recognize what marketing prospects are asking for and integrate business considerations into your creative strategy and execution.

9:45 – 10:45 AM

### The Art of Artifacts: How To Use Graphic Treasures from the American Underbelly in Your Work

Find a new source of inspiration for your design when **Aaron Draplin** provides a look deep inside the Draplin Design Co. way of junkin', rescuing and championing the forgotten graphic treasures of America's underbelly.

### Innovating From Within

**Justin Knecht** of the LUMA Institute will reveal how the best organizations develop innovation as a core competency not just among their leaders, but among all of their people—and how what designers naturally do on a daily basis can be expanded to foster courageous problem solving in your team.

### Creating a Business Action Plan

Are you feeling stuck? Unfocused? Disorganized? **Corwin Hiebert** of the Taendem Agency will show you how to take back control with a Business Action Plan (BAP). This jam-packed session cuts to the chase to show you how you can create a business plan that doesn't suck.

11:00 – 11:30 AM

### KEYNOTE: A Celebration of Authenticity: What I've Learned About Brand Minimalism

In this fast-paced session, The Dieline's **Andrew Gibbs** will reference great brands that have gone minimal, sharing the hidden details that make or break these brands. He'll discuss the lessons he learned when redesigning The Dieline's identity with Pearlfisher, and in his redesign of HOW Design Live's own identity.

11:30 AM – 12:30 PM

### KEYNOTE: Design and Happiness

How can you be happy—both as a person and as a designer? **Stefan Sagmeister** of Sagmeister & Walsh will share tactics for making sure your work remains a calling without deteriorating into a job, as well as the ways he designs pieces that induce happiness in the audience.



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## SPEED COACHING

Experts in a variety of areas including freelancing, copywriting, pricing, business planning and more will be available at certain times on Wednesday and Thursday for 10-minute, one-on-one speed coaching sessions in Boston Common (Hall B).

**Sign up today at the Registration Desk—slots will go fast!**

DATE/TIME	COACH	AREA OF EXPERTISE
<b>WEDNESDAY, MAY 14</b>		
11:30 AM – 12:30 PM	Tom Tumbusch	Freelancing & Partnering with Copywriters
	Jonathan Cleveland	Working with Large Companies & Keeping Your Team Happy
	Dana Manciangli	Networking & Working with Large Corporations
	Justine Clay	Self-Branding
4:30 – 5:30 PM	Jonathan Cleveland	Working with Large Companies & Keeping Your Team Happy
	Dana Manciangli	Networking & Working with Large Corporations
	Jen Lombardi	Sales/Marketing
	Jenny Poff	Accountability
<b>THURSDAY, MAY 15</b>		
9:00 – 10:00 AM	Jason Blumer	Pricing and Money
	Douglas Davis	Strategy in Biz
	Corwin Heibert	Business Planning
	Damien Golden	Virtual Teams
2:00 – 3:00 PM	Tom Tumbusch	Freelancing & Partnering with Copywriters
	Justine Clay	Self-Branding
	Jason Blumer	Pricing and Money
	Douglas Davis	Strategy in Biz

**Visit Boston Common to relax, network, recharge your phone and other devices at the Navitor Power Up Lounge, grab some lunch, participate in roundtable discussions and visit Selfie Central!**

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*"This conference has a real focus on the design community, and is particularly appropriate for designers who want to get a good overview of the interactive landscape. I don't know any other event that will give such a good overview of what designers need to know in 2014."*

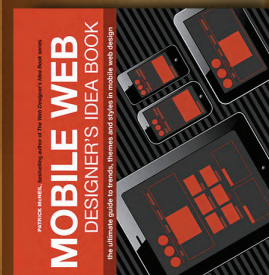
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Use code **HDL14** by June 13th  
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Register now at [HOWInteractiveConference.com](http://HOWInteractiveConference.com)

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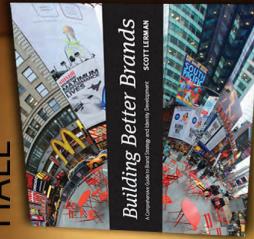
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- Wireframes and Prototypes for Interactive Designers  
*with Patrick McNeil*
- Coding for Designers: JavaScript and jQuery  
*with Patrick McNeil*
- Managing a Web Design Project from Start to Finish  
*with David Holston*
- Adobe Digital Publishing Suite for Intermediate Users  
*with Brian Wood*
- Adobe Dreamweaver for Intermediate Users  
*with Brian Wood*
- Creating a Responsive HTML Email  
*with Chris Converse*
- Creating a Responsive Web Design  
*with Chris Converse*
- Designing an Attention-Grabbing Logo  
*with E. Genevieve Williams*
- Advanced Typography  
*with Denise Bosler*
- How to Start Your Own Freelance Business  
*with Ilise Benun*
- Design a Great Book Cover  
*with E. Genevieve Williams*
- Principles of Web Design  
*with Patrick McNeil*
- 28 Days to Your First WordPress Site  
*with Jesse Friedman*

## JULY

- Data Visualization  
*with E. Genevieve Williams*
- Designer-Friendly jQuery Plugins  
*with Patrick McNeil*
- Breakthrough Logo Design and Branding Success  
*with Dr. Bill Haig*
- Responsive Design with Adobe Edge Reflow & Photoshop  
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Deadline: February 23, 2015

## HOW TO ENTER

Visit [HOWdesign.com/design-competitions](http://HOWdesign.com/design-competitions), enter your work and input the discount code **HDL1410** at checkout to receive **10% off** your competition entries now through May 15, 2015.

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DESIGN DOODLES

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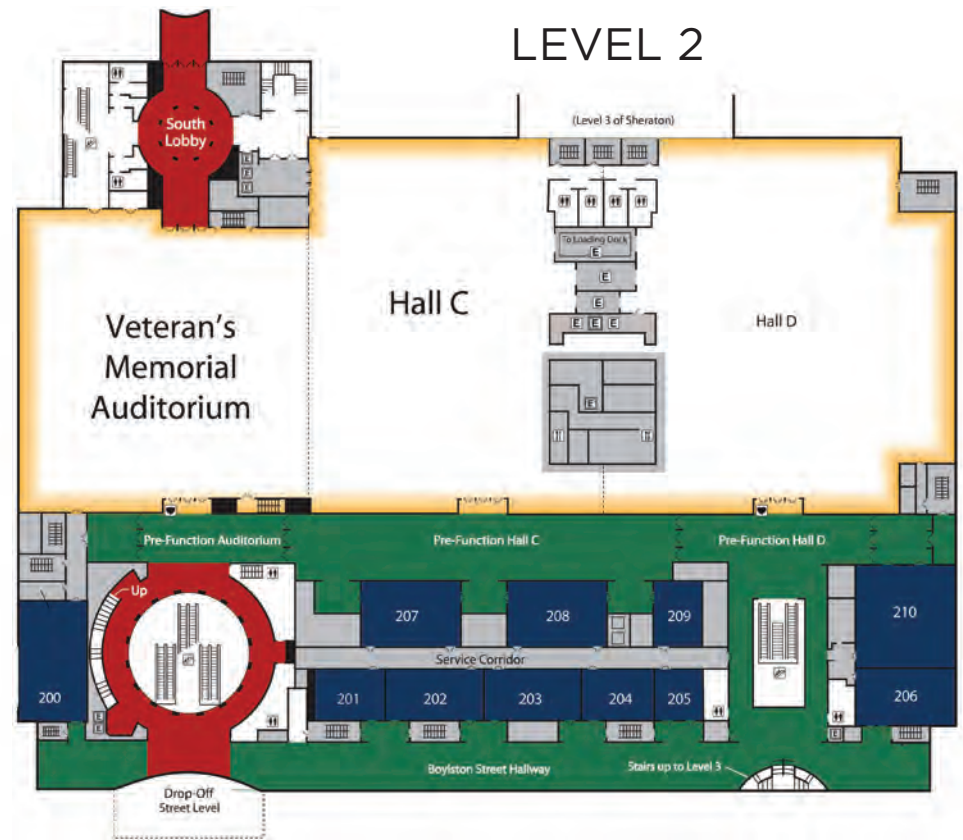
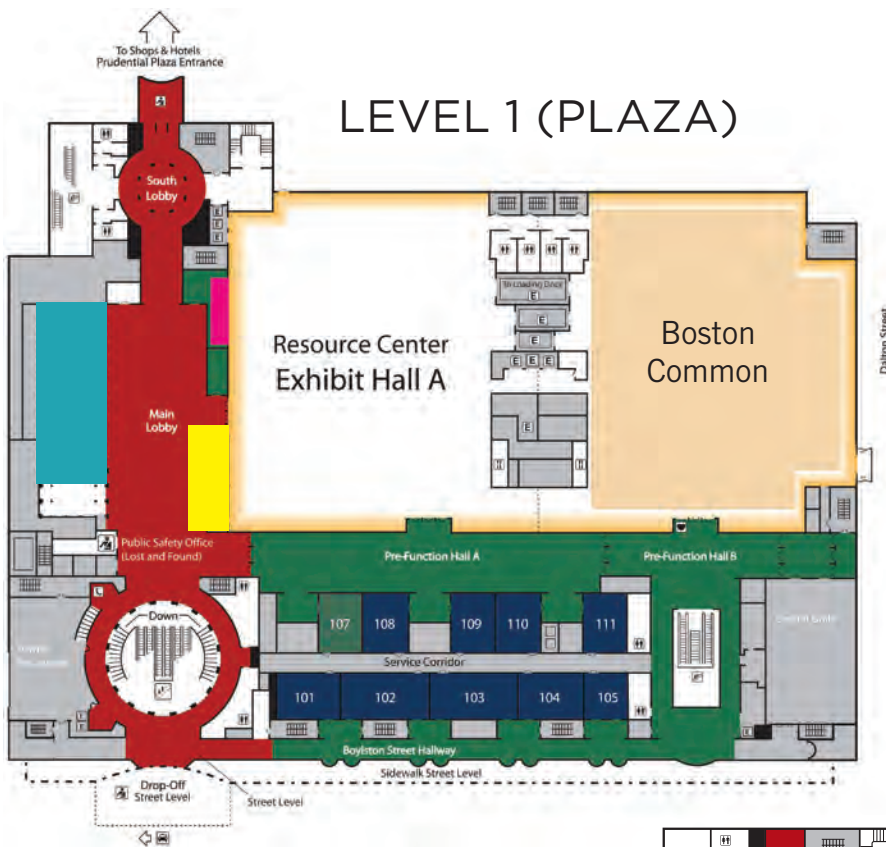
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