HOW DESIGN LIVE
CHICAGO JUNE 22-27

Wednesday, June 22nd, 2011

2:00 pm - 3:15 pm	**Welcome and Opening Keynote: Decoding the Meaning of Design (Dieline)**
3:30 pm - 4:30 pm	**Color Strategy, Forecasting and Expressions (Dieline)**
4:45 pm - 5:45 pm	**Being First: Lessons from Packaging's Past (Dieline)**
5:45 pm - 6:45 pm	**Happy Hour (Dieline)**

Thursday, June 23rd, 2011

8:00 am - 8:50 am	**Breakfast Roundtables**
9:00 am - 10:00 am	**Designing for Icons (Dieline)**
10:15 am - 11:15 am	**Designing Holistically: Harmonizing Graphics & Structure (Dieline)**
11:30 am - 12:00 pm	**Freeing the Siren: A Look at the Starbucks Brand Evolution (Dieline)**
12:15 pm - 12:45 pm	**How Designers (and Design Thinking) Solve Real Business Problems (Dieline)**
12:45 pm - 2:15 pm	**Lunch on your own**
1:00 pm - 1:30 pm	**The Future of Freelancing (CFC)**

1:30 pm - 3:00 pm	**To Plan or Not to Plan? (CFC)**
2:15 pm - 3:15 pm	**Design Thinking? How About Design Living? (Dieline)**
3:30 pm - 4:30 pm	**Unlikely Inspiration (Dieline)**
3:30 pm - 5:00 pm	**Being a 24/7 Creative Pro (CFC)**
4:45 pm - 5:45 pm	**Challenging the Future of Food with Design (Dieline)**
5:00 pm - 6:30 pm	**Happy Hour (CFC)**
6:30 pm - 7:30 pm	**In the Trenches (CFC)**

Friday, June 24th, 2011

8:00 am - 8:50 am	**Breakfast Roundtables**		**Designing Courage – Seattle's Best Coffee's Inside Story of an Unexpected Partnership (Dieline)**	
8:00 am - 12:00 pm				
9:00 am - 9:30 am	**Using Public Relations to Position Your Design Firm Beyond the Price Wars (Dieline)**			
9:00 am - 10:15 am	**Intro to Marketing for Freelancers (CFC)**		**How to Fail at Marketing: Advanced Techniques for Freelancers (CFC)**	
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)**
9:45 am - 10:15 am	**The Perfect Face: Custom Type for Specialty Food Packaging (Dieline)**			
10:30 am - 11:30 am	**Brand Thinking and Other Noble Pursuits (Dieline)**			
10:45 am - 12:00 pm	**Basic Money Management Strategies for Freelancers (CFC)**		**I Want to Make a Million Dollars! (CFC)**	
11:45 am - 12:45 pm	**Exploring The Package Design Process (Dieline)**			
12:00 pm - 2:00 pm	**Lunch on your own**			
12:00 pm - 2:15 pm	**Lunch on your own** *(actual times dependent on session selections)*			
12:15 pm - 1:45 pm				

12:45 pm - 2:15 pm	**Lunch on your own**			
1:00 pm - 5:00 pm				
2:00 pm - 3:15 pm	**Becoming a Hired Gun (CFC)**			
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)**
2:15 pm - 3:15 pm	**? (That's right--this session is actually entitled "Question Mark") (Dieline)**			
3:30 pm - 4:30 pm	**The Dieline Package Award Ceremony (Dieline)**			
3:45 pm - 5:00 pm	**Round Up! (aka: I Went to CFC, Now What?) (CFC)**			
4:30 pm - 6:30 pm	**HOW Design Live Networking KickOff**			
5:00 pm - 6:30 pm	**HOW Design Live Networking KickOff**			
5:00 pm - 6:30 pm	**Dinner on Your Own/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)**	
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	**What the Future Wants From a Designer (InHOWse)**	
9:00 am - 10:15 am	**2. Creating the *Martha Stewart Living* 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	**Managing a Cross-Generational Creative Team**	**Make Your Designs Earn Extra Cash!**

	(InHOWse)				
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**
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 Justin Ahrens**	**Lunch with Glenn John Arnowitz**	**Lunch with Shannon Carter**	**Lunch with Chris Chapman**	**Lunch with Chris Elkerton**
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**
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**
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**
12:15 pm - 1:45 pm	**Lunch with jeffstaple**	**Lunch with Anne-Marie Concepcion**	**Lunch with Mark O'Brien**	**Lunch with Jim Krause**	
12:15 pm - 1:45 pm					
12:15 pm - 1:45 pm	**Lunch with Donna Farrugia**	**Lunch with David Link**	**Lunch with Stefan Mumaw**	**Lunch with James Victore**	**Top Secret Adobe Technology Preview**
12:00 pm - 2:00 pm	**Resource Center Open/Lunch on Your Own**				
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**
2:00 pm - 3:15 pm	**In-House Optimization: How to Turbo-Charge Your In-House Team (InHOWse)**		**Revive Print Campaigns With New and Innovative Digital Print Substrates**		
3:45 pm - 5:00 pm	**Purpose vs Responsibility: How Your Design Prowess Balances the Two (InHOWse)**		**Digital Printing Essentials: What You Need to Know to Create Top-Notch Print Projects**		
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**
5:00 pm - 6:30 pm	**Networking/Happy Hour (InHOWse)**				
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 - 8:50 am	**Breakfast Roundtables**				
8:00 am - 9:00 am	**Continental Breakfast/Resource Center Open**				
9:00 am - 10:15 am	**Advantages and Disadvantages of Chargeback and Allocation Funding Models (InHOWse)**				
9:00 am - 10:15 am	**19. Who Died and Made You Boss? C**	**20. Where Ideas Come from and Where They Go C**	**Don't Let Your Fonts Manage You**		
10:45 am - 12:00 pm	**From Firefighter to Strategic Partner (InHOWse)**	**How to Design In Metallics for Generating Revenue with Digital Print**			
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**
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**				
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**				
2:00 pm - 3:15 pm	**Ask the Speakers (InHOWse)**				
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**
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**
3:45 pm - 5:00 pm	**Selling Ideas to Internal Clients and Bosses (InHOWse)**	**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 in a Digital World W**
11:15 am - 12:30 pm	**39. HOW Design Live CLOSING KEYNOTE: Fascinate: How to Persuade and Captivate C**