

# Agenda

## Tuesday, March 27

Conference Registration + Networking  
Las Vegas Convention Center South Building | Room S226  
**8:00-9:00am**

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Welcome + Introductions  
**9:00-9:10am**

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### Session 1 **Boundless Touchpoints**

Extending the Brand Experience for Sport + Entertainment Venues  
**9:10-9:50am**

Asher Johnson, Dimensional Innovations

Gain an understanding for how brand experiences can be integrated and developed beyond just the event and can include a spectrum of physical and digital touchpoints throughout entertainment and fan based venue spaces.

Session sponsored by Daktronics

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### **Morning Break**

Sponsored by iZone Imaging  
Meet and connect with design and creative technology leaders  
**9:50-10:20am**

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### Session 2 **Place-led Branding**

Designing for Adaptive Re-use in the Urban Environment  
**10:20-11:00am**

Erin Williams, Rios Clemente Hale Studios

Learn how urban neighborhoods and existing structures are being reshaped, reimagined, and turned into new multi-purpose destinations through place-led branding.

Session sponsored by Color-Ad

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### Session 3 **Bringing the Inside Out**

Brand Expression through Public Art  
**11:00-11:40am**

Faith Berry, Studio SC  
Mark Sanders, Studio SC

Get the inside process for how a team of designers brought the story of the human brain's complex processes to a uniquely positioned public space using both high and low fidelity technology, materials, and innovative visualization methods.

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### **Lunch Break**

Grab a bite to eat at the Las Vegas Convention Center  
**11:40-1:30am**

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### Session 4 **From Ride to City**

Physical Experiences along the Journey  
**1:30-2:20pm**

Danielle Lindsay-Chung, Uber

Come for a ride, enjoy the journey, and learn how the internal brand team for the world's largest transportation company is creating and enhancing the physical brand experiences and parallel connectivity for cities and their user's end-point designations.

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### Session 5 **Designing for Your Users**

Integrating Research into the Design Process  
**2:20-3:00pm**

Greg Nelson, Altitude Design

Learn the foundations of design research methodologies for brand centric experiences and the how to integrate the most critical user insights into your project's environments and spaces.

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## Tuesday, March 27 (continued)

### Afternoon Break

Sponsored by TBD

Meet and connect with design and creative technology leaders

**3:00-3:30pm**

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### Session 6

#### Global Impact

Brand Building for Innovative Place

**3:30-4:15pm**

Simon Hancock, There  
Charlie Bromley, There

Get inspired by what's possible for retail and public space branded environments and gain global perspective from a multi-award winning experiential graphic design practice based in the Asia Pacific region.

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### Dialogues

**4:15-5:00pm**

Roundtable conversations on trends and issues concerning contemporary experiential graphic design practice.

### Topics

- > Global Practice and International Contexts
  - > Design Research and User Insights
  - > Visual Storytelling and Dynamic Content
  - > Technology and Media Integration
  - > Brand Management Methodologies
  - > Production and Fabrication Innovation
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### Closing Comments + Tours Overview

**5:00pm**

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### SEGD Branded Environments Meetup

SLS Hotel | Center Bar

**5:30-7:30pm**

## Wednesday, March 28

### Tours

Zappos Downtown Escapade Experience Tour

**9:30am-12:00pm**

This Premium tour registration is \$100.00  
Pre-registration is required as space is limited!

Learn about the hidden treasure that is Downtown Las Vegas and see first-hand the revitalization that is taking place. This 2.5-hour immersive tour of historic Downtown visits many notable landmarks that have defined the development of the city for the past 112 years. Visits include the Historic United States Court House and Post Office now the MOB Museum, and fallout shelters hidden in plain sight.

DSE Show Floor Tour

**2:00-4:00pm**

This tour registration is complimentary to all SEG D Branded Environments attendees  
Pre-registration is required as space is limited!

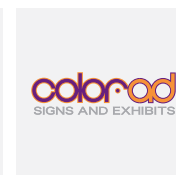
Details coming soon!

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