

Agenda

Friday, April 27

Conference Registration + Networking
OFFSITE | 560 West Washington Boulevard, Chicago IL, 60661
8:00-9:00am

Welcome + Introductions
9:00-9:15am

Session 1 **Business Planning**

Strategy and Structure
9:10-10:30am

Shel Perkins, Shel Perkins & Associates

Understand the fundamentals of how to structure and plan design practices. Get insight on how to achieve your business goals through performance-based strategies.

Morning Break

Meet and connect with design and creative technology leaders
10:30-11:00am

Session 2 **Business Development**

Consultative Selling
11:00am-12:00pm

Shannon Hackley, Shannon Leigh Associates

Through the relationship comes the sale! Gain skills on scoping and developing new business opportunities and lasting client relationships via proven methodologies.

Lunch Break

Grab a bite to eat in Chicago's West Loop
12:00-1:30pm

Session 3 **People Dynamics** **1:30-2:00pm**

Sustain and Motivate your Design Team

Pia Sachleben, Gensler

Coaching and Mentoring Young Designers

Kristy Sieve, Kolar

Practicing Practice

Julie Maggos, IA | Interior Architects

Session sponsored by SES Branded Environments

Session 4 **Contracts for Designers**

Managing Agreement Terms and Conditions
2:00-3:15pm

Shel Perkins, Shel Perkins & Associates

Create airtight design service agreements that get you and your client the outcome you both need.

Afternoon Break

Meet and connect with design and creative technology leaders
3:15-3:45pm




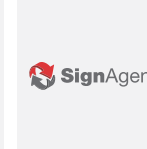
Session 5 **Budgets for Fabrication**

Understanding Fabrication Estimates
3:45-4:45pm

Mike McCarthy, DCL

Get your numbers in line! Learn leading industry standards for meeting and exceeding your client's goals by allocating and managing appropriate budgets for experiential graphic design project fabrication.

Thank you to our sponsors

			
Sponsor 2018 SEG D Platinum Industry Partner Badge and Lanyard	Sponsor 2018 SEG D Platinum Industry Partner Conference Tote Bags	Sponsor Session 3: People Dynamics	Sponsor Morning Break