



Las Vegas
3.31.20 Event
4.01.20 Tours

March 31, 2020
Event Sessions

April 1, 2020
DSE Show Floor Tour

All Branded Environment sessions at
Las Vegas Convention Center

Agenda

Tuesday, March 31

8:00am

Registration + Networking

9:00am

Introductory Remarks: Welcome to Common Ground!

Hilary Jay, Director of Education, SEGD

Anna Crider, SEGD President, Principal, Entro (New York)

9:15am

Session 1 **Global Cultures**

Sponsored by SES Branded Environments

Bringing The Future Forward: Inspirations from China

Jean-Pierre Lacroix, President, Shikatani Lacroix (Toronto)

Lacroix explores the challenges consumer companies face leveraging brands to drive loyalty and sales, focussing on strategic processes, and immersive and future-focused experiences from China, with lessons learned applicable to North American designers.

Lessons from the Middle East: Creating a Sense of Place

Melissa Hoffman, Principal and Studio Leader, LAB at Rockwell Group (New York)

Like 60s-era Las Vegas, Middle East cities are importing global brands and experiences to create new international entertainment and hospitality destinations. This talk will highlight the current trends in entertainment and hospitality experiences in the region and how we can learn from their successes and failures.

Designing After Dark: Localizing the Experience of Fun with Cultural Sensitivity

Greg Merkel, Creative Director, ICRAVE (New York)

How do you navigate tensions between cultural norms, consumer desires and client expectations (not to mention what's legal) to develop design solutions? Greg Merkel shares how his team localized the experience of fun with cultural sensitivity while reimagining iconic hospitality brands for emerging global markets.

10:15am

Networking Break

10:30am

Moderated Roundtable Discussion

Jean-Pierre Lacroix, President, Shikatani Lacroix (Toronto)

Melissa Hoffman, Principal and Studio Leader, LAB at Rockwell Group (New York)

Greg Merkel, Creative Director, ICRAVE (New York)

Moderated by **Anna Crider**, SEGD President, Principal, Entro (New York)

11:30am

Session 2 **Global Practice**

Sponsored by DCL

Global Practice, Big Learnings

Michael Gericke, Partner, Pentagram (New York)

12:00pm

Lunch Break

Grab a bite to eat

1:30pm

Session 3 **Not So Common Ground**

Sponsored by DCL, Rainier, SLD, Nanov + bluemedia

Building Commonalities & Bridging Differences

Topical roundtable discussions and peer-to-peer exchanges on best practices, trends and insights with thought leaders in the experiential design community.

Topics

1. Going Global: What it takes to work in different cultures
2. Managing Collaborations: Building teams across disciplines
3. 5G Technology: What's coming
4. New Materials: Recent experiments
5. Marketing Across Cultures: Finding common ground
6. People, Place, Process: Discovery in a foreign culture

2:30pm

Networking Break

2:45pm

Session 4 **Learnings from Fandom**

Sponsored by Designtex

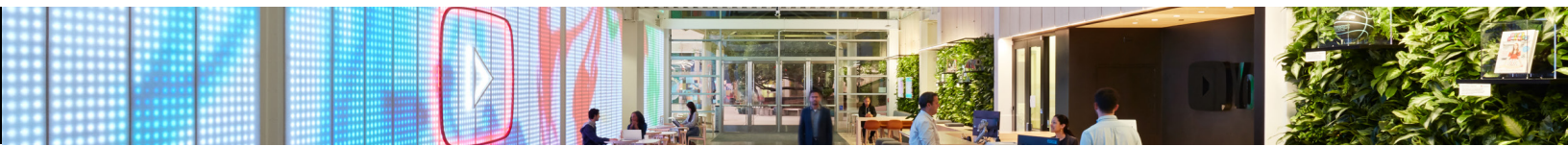
Making of the Modern Fan: Leveraging Experiential Design to Build a Loyal Base

Aaron Ruef, Account Director, Retail, FRCH-Nelson (Cincinnati)

Jansen Dell, Director of Creative Operations, Cincinnati Reds (Cincinnati)

Explore how best-in-class sports venues are exploding the EGD practice, celebrating history and creating emotional connections that turn attendees into lifelong supporters.





Firing up Fandom

Stuart Fox, Author and Senior Content Designer, ESI Design (New York)
Referencing ESI Design's new headquarters for Major League Baseball and Warner Media, Fox explores ideas for reuniting employees with their passionate fandom through digital experiences, media architecture, and community collaboration.

3:45pm

Moderated Roundtable Discussion

Aaron Ruef, Account Director, Retail, FRCH-Nelson (Cincinnati)
Stuart Fox, Author and Senior Content Designer, ESI Design (New York)
Jansen Dell, Director of Creative Operations, Cincinnati Reds (Cincinnati)

4:15pm

Networking Break

4:30pm

Session 5 Considering Common Ground

Bringing it all Together...

What's the Common Thread?

Scott Dawald, Managing Director, Dimensional Innovations (Minneapolis)

How do we create sustainable interest in any environment? It distills down to authenticity and connection. Scott Dawald will share his thoughts, methods and case studies on how to get there.

4:50pm

Closing Remarks

5:30pm

Branded Environments Meetup

Sponsored by Color-Ad

Wednesday, April 1

10:00am-12:00pm

SEGD DSE Show Floor Insider Tour

SEGD's DSE Show Floor Insider Tour returns for the sixth year to showcase the latest in digital innovation products and platforms. This tour is open to all SEG D Branded Environment attendees at no additional cost.











5:00pm

DSE Networking Reception

6:00pm

DSE APEX Awards Ceremony

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