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, focusing 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 SEGD Branded Environment attendees at no additional cost.

5:00pm
DSE Networking Reception

6:00pm
DSE APEX Awards Ceremony