



THE DIELINE PACKAGE DESIGN CONFERENCE 2013

DESIGN A BETTER BRAND



Roundtables at TDPDC 2012



Noreen Morioke with Dieline's Andrew Gibbs

At The Dieline Package Design Conference, packaging industry leaders, experts and pioneers will inspire you with fantastic work, **effective processes** and advice on successfully reinventing brands.

But they'll also inspire you to **consider your role** as a package designer. You'll learn how to elevate your position from designer to brand leader, so that you can better orchestrate all aspects of brand expression.

You'll be inspired to consider packaging's role in improving product sales, to account for shifting cultural ideology when trying to **achieve market differentiation**, and more.

In short, The Dieline Package Design Conference will inspire you to become a brand leader...so you can design a better brand.



The Dieline Package Design Awards Winners 2011

TAKE DIELINE BACK TO THE OFFICE

You'll leave The Dieline Package Design Conference inspired, energized and ready to create stellar brand experiences.

Fortunately, that inspiration—and the motivation that comes along with it—isn't fleeting. Combine 20 sessions worth of information with networking opportunities with hundreds of like-minded package designers, and you've got a pretty simple formula for yearlong inspiration.

Sunday, June 23

1:00 – 1:50 pm

1. The Semiotics of Branding Cheryl Swanson

2:00 – 2:50 pm

2. Tweet, Pin, Post, and Text: Designing Your Digital Moment Of Truth Steve Kazanjian

3:00 – 3:50 pm

The Dieline Package Design Awards 2013

4:00 – 4:50 pm

Best of Show: The Dieline Package Design Awards

5:00 – 6:30 pm

HOW Design Live Networking KickOff
Sponsored by The Creative Group

6:30 – 8:00 pm

HOW Design Live Opening Keynote
How to Steal Like an Artist Austin Kleon

8:00 – 10:00 pm

HOW Design Live Opening Reception/Exhibit Hall Opening
Sponsored by Mohawk

Monday, June 24

8:00 – 8:50 am

Continental Breakfast/Exhibit Hall Open

9:00 – 9:45 am

3. Stay Thirsty, Stay Foolish. The Story of Vitaminwater.
Alex Center

9:50 – 10:35 am

4. Brand Ennobled—Honoring Equity and Reviving Relevance Joseph Duffy IV

10:45 – 11:30 am

5. Cultural Shifts and the Changing Face of Retail Packaging
Bill Harper and Jim Warner

11:35 am – 12:20 pm

6. Repackaging Microsoft Jeff Loth

12:20 – 6:30 pm

Lunch on Your Own/Exhibit Hall Open

2:00 – 2:45 pm

7. Generation Jump! When to Rewind a Brand or Fast Forward It Terri Goldstein

2:50 – 3:35 pm

8. Eco Doesn't Have to Be Boring Tim Hankins

Monday, June 24

continued

3:45 – 4:30 pm	9. Put Your Money Where Your Mouse Is Kevin Shaw
4:35 – 5:20 pm	10. Packaging A Brand David Turner
5:20 – 6:30 pm	Happy Hour in Exhibit Hall Sponsored by Appleton Coated/Curious Collection/Utopia

Tuesday, June 25

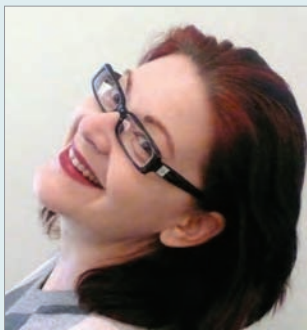
8:00 – 8:50 am	Continental Breakfast/Exhibit Hall Open
9:00 – 9:45 am	11. Dynamic Packaging Mike Peck
9:50 – 10:35 am	12. The Intersection of Design and the Law Steve Baird & Aaron Keller
10:45 – 11:30 am	13. Competing Outside the Box Stefan Hartung & Jenny Sall
11:35 am – 12:20 pm	14. How Much, How Many, and When? Evelio Mattos
12:20 – 2:00 pm	Lunch on Your Own/Exhibit Hall Open
2:00 – 2:45 pm	15. Lean Mean Design Machine Ben Cleaver
2:50 – 3:35 pm	16. Speaking Truth to Power—The Real Role of Design in Business Ian McLean
3:45 – 4:30 pm	17. Bad Package Design Is Everywhere Will Burke & Paul van den Burg
4:45 – 5:45 pm	18. Our Greatest Fuck-Ups and What You Can Learn From Them Hamish Campbell, Kevin Shaw, Dennis Whalen
6:00 – 7:30 pm	Portfolio Review Sponsored by The Creative Group
9:00 – 11:30 pm	HOW Design Live Closing Reception Sponsored by Neenah Paper

Wednesday, June 26

8:30 – 9:30 am	Continental Breakfast
9:45 – 11:00 am	19. A Personal Branding Experience Alina Wheeler 20. How to Avoid Work James Victore
11:15 am – 12:30 pm	21. Idea Execution: How Ideas Are Brought to Life Scott Belsky

The Dieline Package Design Conference Keynote

The Semiotics of Branding



CHERYL SWANSON

Co-founder of Toniq

Cheryl's background in anthropology, sociology and the psychology of symbolism give her unique insight into branding communication. She'll use that background to help you leverage your brand communications and tap into universal market needs through both symbolism and semiotics.



Alex Center

The Coca-Cola Company



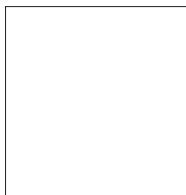
Ben Cleaver

Blue Marlin Brand Design



Joseph Duffy IV

Duffy & Partners



Terri Goldstein

The Goldstein Group



Tim Hanks

The Honest Company

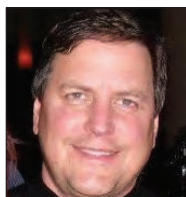


William Harper

Kaleidoscope



Stefan Hartung
Kick



Jeffrey Loth
Microsoft Corporation



Evelio Mattos
Design Packaging Inc



Ian Mclean
Mclean Design, Inc.



Jennifer Sall
Mom Brands



Kevin Shaw
Stranger & Stranger



David Turner
Turner Duckworth Design



Jim Warner
Kaleidoscope

Get more information and a complete list
of speakers at HOWDesignLive.com

June 22 Saturday	June 23 Sunday	June 24 Monday	June 25 Tuesday	June 26 Wednesday
	HOW Design Conference			
	The Dieline Package Design Conference			
Creative Freelancer Conference		CFC Workshops	HDL Closing Reception 9:00-11:30pm	HDL Closing Keynote
InHOWse Managers Conference				
	HDL Networking KickOff 4:30-6:30pm	IHMC Closing Keynote		
	HDL Opening Keynote 6:30-8:00pm			
	HDL Opening Reception 8:00-10:00pm			



Get The BIG TICKET

Register for The BIG Ticket and get unlimited access to all four conferences, including networking opportunities and sessions, all at a deeply discounted rate.

Get more information and complete session descriptions at HOWDesignLive.com

	Early-Bird (by March 15)	Regular
The BIG Ticket (includes full access to all 4 conferences)	\$1595	\$1795
HOW Design Conference or InHOWse Managers Conference or The Dieline Package Design Conference Individual	\$1225	\$1295
Creative Freelancer Conference Individual	\$545	\$595
Group Group rates are per person. Requires 3 or more registrations from the same company received at the same time.	\$1195	\$1245
Student Include a copy of student ID and proof of 12 current credit hours to qualify. Applies to HOW Design Conf and The Dieline Conf only. Student rate requires a special code. Email HOWDesignLive@fwmedia.com for details.	\$595	\$595
HOW Design Live MP3s Includes audio MP3s of all available sessions, provided within 30 days post-Conference.	\$99	\$99
Guest Registration (applies to The BIG Ticket, HOW Conf and The Dieline Conf regs only. Includes continental breakfasts; Friday Opening Reception; Closing Reception; and Exhibit Hall admission.)	\$325	\$325

Optional Events • Sunday, June 23 (additional fee)

NOTE: Space is limited, and these events sell out quickly. It's first-come, first-served, so register early!

Morning (choose one)	
AM Studio Tour (8:00 am - Noon)	\$175
Anatomy of a Logo (9:00 am – Noon)	\$175
InDesign Workshop (9:00 am – Noon)	\$175
Lunch with an InHOWse Speaker - Sunday, June 23 (Noon- 2:00 pm)	\$75
Networking Lunch - Sunday, June 23 (12:15 pm-1:45 pm)	\$75
Afternoon (choose one)	
HTML & CSS for Visual Designers (2:00 pm – 5:00 pm)	\$175
Hands-On Creative Briefing (2:00 pm – 5:00 pm)	\$175
Creative Fuel: A Laboratory Workshop for Nitro-Charging Your Idea Output (2:00 pm – 5:00 pm)	\$175
Lunch with a HOW Speaker - Tuesday, June 25 (12:15 pm – 1:45 pm)	\$75

GET CONNECTEDYou can connect with many of the speakers well before the conference kicks off—just look for more information on **HOWDesignLive.com**.

facebook.com/HOWDesignConference



@HOWbrand (#HOWlive)

HOW DESIGN LIVE / TRAVEL & HOTEL

TRAVEL INFO

All four HOW Design Live events will take place at Moscone West, located at 800 Howard Street, San Francisco, CA, 94103.

HOTELS

We've arranged exclusive discounts for HOW Design Live attendees at several hotels within walking distance of Moscone West. Visit **HOWDesignLive.com** for direct reservation links—but don't wait to book your room. These hotels will fill up fast!

Rates do not include applicable state/local taxes, tips, gratuities, parking fees, etc.



◀ SAN FRANCISCO MARRIOTT MARQUIS

55 Fourth Street
San Francisco, CA 94103
.2 miles to Moscone West
Single: \$242 Double: \$262

THE WESTIN SAN FRANCISCO MARKET STREET

50 Third Street
San Francisco, CA 94103
.34 miles to Moscone West
Single: \$249 Double: \$269

CONFERENCE CANCELLATION POLICY

If you must cancel for any reason, please notify us at HOWDesignLive@fwmedia.com by May 17, 2013. Your registration fee will be refunded, less a \$250 processing fee. No refunds will be made after this date for any reason. Substitutions may be made by fax or email until May 31, 2013. After this date, all substitutions must be made on-site at the HOW Design Live event.

Email HOWDesignLive@fwmedia.com or call us at (800) 436-8700, with further questions. Outside the U.S., call (513) 531-2690 ext. 11450 or fax us at (513) 531-0798.



HOWDESIGNLIVE.COM