

SEGD
Be
WORKSHOP
LOS ANGELES
08.20.15

Be THE BRAND. THE POWER OF BRANDED ENVIRONMENTS

Workshop held at **Woodbury University**
7500 N Glenoaks Boulevard | Burbank, CA 91504
Fletcher Jones Foundation Auditorium

AFTERNOON

1:30pm
NEXT
Justin Molloy, SEG D

Get a preview of upcoming SEG D workshops and conferences!

1:30-3:15pm
Session 3: Be at Work + Be Well

Be at Work: Telling the Workplace Brand Story
Graham Hanson, GHD | Graham Hanson Design

Branded environments in workplaces tell the story of the collective. From corporate values and histories, to the story of their clients, brand can transform the way we work and engage users in new and relevant ways that matter for work now.

Be Well: Transforming Healthcare and Wellness with Brand
Peter Dixon and Maria Tazi, Prophet

Healthcare in the United States, with its rapid changes has taken on new identity and brand profiles, environments, and services. Take a deep dive into the research, strategy, and alignment processes required to make meaningful impacts on multiple stakeholders and end users.

3:15-3:30pm
Afternoon Break

3:30-4:30pm
Session 4: Trend Breakouts

Technology and Media
Brand and Architectural Integration
Managing Client and Team Expectations
Design and Material Innovation
Research and Metrics

Attendees select one concurrent moderated session.

4:30-5:00pm
Session 5: Being (in)finite: Brand Experience Everywhere
Coming to Terms with our Everything and Everywhere Brand Culture

A moderated panel dialogue with speakers from the day's sessions.



Thursday Evening | SEG D LA Chapter Mixer
6:00-8:00pm | Golden Road Brewing | Glendale | RSVP Required



Optional Friday Morning Tour | Be DTLA
9:30am-2:00pm | Downtown LA | Call to register 202.638.5555

AGENDA

MORNING

8:00-9:00am
Registration + Networking
Woodbury University | Fletcher Jones Foundation Auditorium

9:15-10:15am
Session 1: State of Be + Be(ing) a City

The Rise and Fall of Branded Environments
Katie Sprague, RTKL

Let's look back at where brand has been over the last hundred years and examine where brand started and how it has impacted our understanding of brand in today's design culture.

Cities and Event Spaces
Simon Borg and Brian Mirakian, Populous Activate

Cities and urban event districts featuring stadia, arenas, and supporting public spaces are increasingly using brand as an activation element to kick start neighborhoods and reinvigorate places.

10:15-10:45am
Morning Break + Sponsor Showcase

Check out our sponsor showcase and network with speakers and attendees!

10:45am-12:00pm
Session 2: Be Playful, Be Entertained, Be Sold

Be Playful: Creating Meaningful Connections with Lifestyle Brands
Lucy Holmes, Holmes Wood Design Consultancy

Be Entertained: The Stories and Spaces of Escapism
Joe Zenas, Thinkwell

Be Sold: Consumer Culture and the Future of Retail
Hillary Jaye and Tom Horton, Gensler

The power of brand is being used to shape the places where we live and play, where and how we are engaged, and entertained, what we consume and how we shop. In essence, for everything. Learn how brand can be playful and how it is being used to create new opportunities for user interaction and engagement.

12:00-1:30pm
Lunch Break
On your own

Get out and explore the surrounding neighborhood in Burbank!

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