

no boundaries

**Topic:** [How to Think Like Google, Disney, and Other Innovative Brands](#)

The event industry is one that lives and dies by the idea. Are we doing everything we can to nurture an innovative mindset within our companies? Why do some companies seem to be constantly setting the trends, while others are following? What are Google, Disney, and 3M doing internally to foster a culture of innovation and ideation, and how can you adopt those principles to your team? In this session, Kevin White will look at the characteristics that define such processes, explain how to best apply them in a business setting, and give resources to foster creativity at your company.

**Topic:** [Creative Problem Solving](#)

**Abstract:**

In a profession where innovative ideas need to be on demand; where unique problems jump up on site and need immediate solutions; where business practices are far from standard, finding a way to deal with problems is key to success. Challenges are not something we deal with lightly – we like to roll right over them, wrestle them into submission, blow them up on the spot. But you can lose critical time, energy and resources in that process. Kevin White will lead you through an interactive session on creative problem solving as well provide real event challenge examples to work through as a group.

**Topic:** [The Death of Creativity \(and how you can resurrect it!\)](#)

**Abstract:**

If you are a company who survives on creative output, you can't afford to let the creative process wain. But what if YOU were responsible for making it die in your own organization? More and more companies are letting creativity die within their own walls due to a variety of forces brought on by modern life and a lack of understanding the modern workforce. See how to identify the creative killers currently at work in your company|organization|group. Then, take the steps to keep those killers at bay for the foreseeable future. Your profit, happiness, talent and sustainability depend on it!

**Topic:** [Designing Psychology Into Live Events](#)

**Abstract:**

Understanding events means understanding human thought and emotion. As event practitioners, we are often focused on logistics and designing transformative environments. But how often are we incorporating true human understanding in our experiential designs? The field of Psychology is full of studies on human behavior and those things that greatly impact it. Non-verbal communication. Color effects. Spatial scale. Mob mentality. This talk will look at the concept of incorporating psychology into our event design and will provide real life studies and their potential impact on your event product or design.

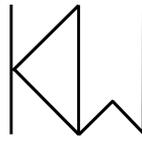
**Topic:** [Branding a Corporate Event: Why and How](#)

**Abstract:**

Corporate events are big business and a big responsibility. Take a look at the decision-making process that companies go through when deciding how to build a corporate event around a brand. This session looks at why companies bother branding, how to do it properly and how to determine success of branding messages for a corporate clientele.

**Topic:** [Sustainable Event Design 101](#)

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**Abstract:**

This workshop tackles a simple premise: you WANT to be designing sustainable events, but you're not sure where to start or what makes the most sense. The Green Event Primer is the perfect solution for you. It will take a quick spin around the world of what it means to be green, diving into examples of green practices and products in the event world. Take away one great sustainable practice...or thirty. Either way, you will be given the insight needed to grow greener at a pace that best suits your business.

**Topic:** [Vision to Reality – Bringing a Client's Vision to Life](#)

**Abstract**

If you plan an event or if you provide a product, at some point you are dealing with a client. In their head exists an idea – big or small. In the event industry, it is our job to bring that vision to life, make it real. This presentation looks at the production steps necessary to help form a vision with your client and then to execute that vision as closely as possible – even with many other moving parts involved. The goal always is to bring the initial Vision to Reality.