

SEGD EXHIBITION & EXPERIENCE DESIGN WASHINGTON DC 2018

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CRÉO INDUSTRIAL
ARTS

August 23, 2018
Optional Tours + Chapter Mixer

August 24, 2018
Conference

Agenda

Thursday, August 23

Morning Tours

Select one optional morning tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited!

8:00-10:00am

National Museum of African American History and Culture
pre-visitor hours tour with NMAAHC in-house exhibit team

10:00-12:00am

Museum of the Bible
with Alin Tocmacov, C&G Partners

National Museum of the American Indian: Americans Exhibit
with Bluecadet and others

Lunch Break

Grab a bite to eat on the mall

12:00-2:00pm

Afternoon Tours

2:00-4:00pm

Select one optional afternoon tour. Each tour requires a \$50.00 tour fee. Pre-registration is required as space is limited!

National Museum of African American History and Culture
visitor hours tour with Steve Haas, SH Acoustics

Museum of the Bible
with Alin Tocmacov, C&G Partners

National Museum of the American Indian: Americans Exhibit
with Bluecadet and others

Dinner Break

4:00-6:00pm

Grab a bite to eat in DC on your own

SEGD DC Chapter Mixer

7:00-9:00pm

Friday, August 24

Registration and Networking

8:00-9:00am

Museum of the Bible
400 4th Street SW, Washington, DC 20024

Welcome and Introductions

9:00-9:15am

Session 1

The Experience Index

9:15-10:00am

Brian Brindisi, Gensler (New York, US)

Gensler's Research Institute publishes The Experience Index to identify the key drivers of great experience design across key global market segments and to create a holistic framework for understanding user experience. In this session you'll gain perspective for how these insights can be translated to your design practice and projects.

Networking Break

10:00-10:30am

Session 2

New Methodologies in Exhibition Design: Startup Practice Perspectives

10:30am-12:00pm

Emily Conrad, Tessellate (New York, NY)
Traci Sym and Daniel Meyers, Plus and Greater Than (Portland, OR)

In the last several years, new exhibition and experience design practices have started up by leaders previously at larger and established firms. With plenty of work and ample opportunity to test new models and types of user engagement, you'll learn from these new firm leaders and how they are aligning their experiential graphic design visions with clients who are looking for meaningful engagement and user experiences for their institutions' exhibitions.

Lunch Break

12:00-1:30pm

Grab a bite to eat in DC on your own

Friday, August 24 continued

Session 3

Expanding the Visitor Experience: Plan + Develop Engaging Journeys

1:30-2:45pm

Gabe Kean, Belle & Wissel (Seattle, WA)
Sara Pasch, Bluecadet (Philadelphia, PA)

Experiential graphic design firms are doing more for their clients through thoughtful collaboration to create integrated, holistic and well planned digital and physical experiences. Hear about the latest insights and learn about innovative planning and integrative design approaches from two firms based on opposite coasts but with clients everywhere in between.

Networking Break

2:45-3:15pm

Session 4

Unlimited Possibilities: Innovating with Best Practices for Digital Experiences

3:15-4:30pm

Alin Tocmacov, C&G Partners
Elivra Barrage, Local Projects

From mobile websites and customized apps to digital and physical media-rich installations, learn how firms are continuing to push the boundaries of technology for exhibitions and how museum and visitor centers have been transforming visitor experiences through meaningful content and user engagement.

Session 5

(Re)Visiting the Spy Museum: (Re)Developing and (Re)Inventing the Museum

4:30-5:00pm

Visitor expectations have changed and the institutions responsible for delivering their stories and experiences have realigned their entire physical and digital platforms to best reflect what represents their respective stories. Learn from the team at Gallagher & Associates how a long standing client has repositioned and envisioned what their museum would look, feel, and communicate to their guests.

Cybelle Jones, Gallagher & Associates

Closing Comments

5:00pm

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