



## Agenda

### Thursday, November 12

1:00pm

Welcome to Common Ground!

1:15pm

Session 1 **Global Cultures**

#### 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, focussing 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

**Speaker TBA**, 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.

2:45pm

#### Moderated Discussion

**Jean-Pierre Lacroix**, President, Shikatani Lacroix (Toronto)  
**Speaker TBA** from LAB at Rockwell Group (New York)  
**Greg Merkel**, Creative Director, ICRAVE (New York)  
Moderated by **Anna Crider**, SEG D President, Principal, Entro (New York)

3:15pm

#### Closing Remarks

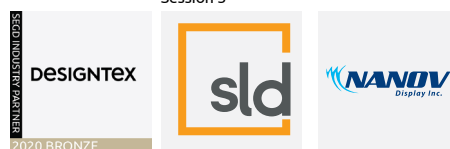
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Session 4: Learnings from Fandom

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### Friday, November 13

1:00pm

Welcome

1:15pm

Session 2 **Global Practice**

Sponsored by DCL

#### Global Practice, Big Learnings

**Michael Gericke**, Partner, Pentagram (New York)  
Discussion to follow session

2:00pm

Session 3 **Facilitated Roundtable Discussions**

#### 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. Managing Collaborations: Building teams across disciplines - Mike McCarthy, DCL
2. 5G Technology: What's coming - M.K. Moon, Nanov Display Inc.
3. New Materials: Recent experiments - Bruce Dickinson, Rainier Industries
4. People, Place, Process: Discovery in a foreign culture - Jean-Pierre Lacroix, Shikatani Lacroix

3:00pm

Session 4 **Learnings from Fandom**

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#### Making of the Modern Fan: Leveraging Experiential Design to Build a Loyal Base

**Aaron Ruef**, Account Director, Retail, FRCH-Nelson (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.

4:00pm

#### Moderated Discussion

**Aaron Ruef**, Account Director, Retail, FRCH-Nelson (Cincinnati)  
**Stuart Fox**, Author and Senior Content Designer, ESI Design (New York)

4:30pm

#### Closing Remarks

4:30-5:30pm

#### Branded Environments Happy Hour