Agenda

Wednesday, November 3

Archetype Welcome Party
7:00-10:00pm
Location TBD

Thursday, November 4

Reconnect + Rethink Philadelphia
Loews Philadelphia Hotel
1200 Market St, Philadelphia, PA 19107

Registration
Millenium Foyer, Floor 2
8:00am-5:00pm
7:00-8:00pm

Young Designer Meet Up
Commonwealth Foyer, Floor 2
8:00-9:00am

Chapter Chair Meet Up
Location TBD
8:00-9:00am

Introductions + Welcome
Commonwealth Hall, Floor 2
9:00-9:30am

SEGD Fellow + Achievement Awards
9:30-10:45am
Lucy Holmes, SEGD Awards Chair

Interaction Break
10:45-11:00am

Manifesting Change
Designer as Influencer
11:00am-12:00pm

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

Young Designers Lunch
Congress AB, Floor 4
12:00-1:30pm

Design Improv
Congress C, Floor 4
12:00-4:30pm

Experience Philadelphia: Tours
1:00-4:00pm

Friday, November 5

Registration
Millenium Foyer, Floor 2
8:00am-5:30pm

Breakfast at NEXPO
Millenium Hall, Floor 2
8:00-9:00am

NEXPO
Millenium Hall, Floor 2
8:00am-6:00pm

Welcome Back
Commonwealth Hall, Floor 2
9:00-9:10am

Keynote: 101 Design Rules
9:10-10:00am
An Interview with Brian Collins
Brian Collins, COLLINS

NEXPO Networking Break
Millenium Hall, Floor 2
10:00-11:00am

Content Sessions
Commonwealth Hall, Floor 2
11:00am-12:00pm
Design Minds: Changing Perspectives
Friday, November 5 (continued)

Lunch at NEXPO
Millenium Hall, Floor 2
12:00-1:30pm

Chapter Chair Working Lunch
Congress C, Floor 4
12:00-1:30pm

SEGD Young Designers
Mentor Meet Up
Millenium Foyer, Floor 2
12:00-4:30pm

NEXPO Talks
Millenium Hall, Floor 2
1:30-2:30pm

NEXPO Networking Break
Millenium Hall, Floor 2
2:30-3:00pm

NEXPO Talks
Millenium Hall, Floor 2
3:00-4:30pm

SEGD Fellows Lounge
Millenium Hall, Floor 2
3:00-4:30pm

SEGD Global Design Awards Reception
The Terrace, Floor 33
7:00-8:00pm

Saturday, November 6

Registration
Millenium Foyer, Floor 2
8:00am-12:00pm

Young Designer Meet Up
Commonwealth Foyer, Floor 2
8:00-9:00am

SEGD Community Experience
Commonwealth Hall, Floor 2
9:00-9:15am

Keynote: Evolutionary Experiences
9:15-10:15am
Meow Wolf Then and Now
Ali Rubenstein, Chief Creative Officer, Co-CEO, Meow Wolf
Genell Hoechstetter, Senior Creative Director, Meow Wolf
Sean Di Ianni, Founder and Executive Vice President

Networking Break
10:15-10:45am

Global Design Awards - Winner Presentations
10:45-12:00pm
Dayton Schroeter, Smith Group, SEGD Board, Global Design Awards Chair

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

SEGD Chapter Chair Working Lunch
Congress C, Floor 4
12:00-1:30pm

Design Workshops 1
Commonwealth Hall, Floor 2
1:30-3:30pm

Design Workshops 2
Millenium Hall, Floor 2
1:30-3:30pm

Design Workshops 3
Congress, Floor 4
1:30-3:30pm

Networking Break
3:30-3:45pm

All the World’s a Canvas
3:45-4:45pm
Inspiring Transformative Engagement
Amahl Hazelton, Moment Factory

Philadelphia Chapter Closing Party
Offsite - TBD
5:00-7:00pm