



2021 SEG D MANAGEMENT+ LEADERSHIP SUMMIT

Virtual
3.24-25.21

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Agenda

Wednesday, March 24

Day 1 Welcome and Introduction

12:00-12:15pm ET

Session 1.0

Future Proofing: Democratizing Design Solutions

12:15-1:00pm ET

Jadalia Britto, Senior Global Experience and Innovation
Manager, Colgate-Palmolive

Session 2.0

Is It Tomorrow Yet? Stories of Survival & Tenacity

1:00-2:00pm ET

- 2.1 AJ Goehle, CEO and Partner, Luci Creative
- 2.2 Jenni Ogden, COO, 4D Fun, and President, Eye Q Productions
- 2.3 Kathy Fredrickson, Arts Management and Content Strategy
for Museums

Break

2:00-2:15pm

Session 3.0

Roadmap to Recovery

2:15-2:45pm ET

- 3.1 Megan Haase, Client Lead, Kolar Experience Institute

Session 4.0

Changing Perspectives – What Clients Want

2:45-3:45pm ET

- 4.1 Abby Bysshe, VP, Experiences and Business Development,
the Franklin Institute
- 4.2 Aparna Bapu, LEED AP, Principal, Aparna Bapu Consulting
- 4.3 Maria Elena Gutierrez, President, Chora LLC

Session 5.0

The Future of Work: New Emerging Design Principles

3:45-4:45pm ET

- 5.1 Flavia Sparacino, Phd, CEO of BEAM Conference and
Sensing Places Interactive

Thursday, March 25

Day 2 Welcome and Introduction

11:00-11:15am ET

Session 6.0

Your Crystal Ball: Qualifying New Clients

11:15-12:15pm ET

Emily Cohen, Design Business Consultant, Author, and Speaker

Session 7.0

Your Prosperity Playbook

12:15-1:00pm ET

Mackey McNeill, CPA, PFS, CEO and President, Mackey Advisors

Session 8.0

Accelerating Your Leadership Potential

1:00-1:45pm ET

Ebony Smith, Executive Coach and Founder, Ebum Equation
Tactics for Time and Attention Management

1:45-2:00pm ET

Workshop Exercise

Break

2:00-2:15pm

Session 9.0

Paradigm Shifts – Models for Equity Building in Design

2:15-3:15pm ET

- 7.1 Ujjiji Davis, PLA, ASLA, Associate – Landscape Architect,
Smith Group
- 7.2 Wendy Evans Joseph, FAIA, Principal, Studio Joseph
- 7.3 Amy Wang, Creative Director and Managing Partner,
Openbox

Session 10.0

Leadership In Times of Crisis: Your Support Network

3:15-4:00pm ET

- 8.1 Jill Ayers, President and Creative Director, Airspace
- 8.2 Amy Lukas, Partner, Infinite Scale
- 8.3 Jen Bressler, Principal, Hunt Design

Networking Happy Hour

4:00-5:00pm ET

