

AGENDA

THURSDAY, APRIL 14

Registration + Networking
8:00-9:00am

Welcome + Introductions
9:00-9:15am

SESSION 1

MIAMI INTERNATIONAL AIRPORT WAYFINDING

Planning and Designing for an International Gateway

9:15-10:30am

Richard Garcia, Miami/Dade Aviation
Joseph Labozan, Labozan Associates

SESSION OBJECTIVES

- Understand the project process including team roles, goals, organization, and project management objectives
- Understand how EGD team works with client to develop/refine scope of work and how to coordinate with planning, architectural and engineering disciplines
- Learn how owner/client metrics are used to guide project and business objectives and principles for improving passenger experience, operations, revenue
- Understand the process for developing and evolving a sign standard/master plan, working with legacy signage systems from both a design and operations standpoint
- Understand baseline communication standards for creating passenger and vehicular message hierarchy and legibility
- Learn how to integrate digital signs with physical systems for both informational and experiential content understand and the benefits digital can provide users

Session sponsored by Direct Embed Coating Systems

MORNING BREAK

Sponsored by AGI
Meet and connect with wayfinding leaders
10:30-11:00am

WAYFINDING FOR TRANSPORTATION WORKPLACE EDUCATION HEALTHCARE

SESSION 2

VISUAL, VERBAL, VIRTUAL

The Three V's of Communication for Transportation Environments

11:00am-12:00pm

Jim Harding, Gresham Smith & Partners

SESSION OBJECTIVES

- Learn the baseline standards for providing effective communications for all users in public environments
- Explore techniques for increasing communication legibility and providing a clear user experience for international users and also users with special needs
- Learn how technology can be integrated into the traveler's experience and be used to improve information accessibility
- Understand the process for user testing and implementation of findings into designed programs
- Learn how the philosophy of 3Vs has been implemented and integrated into the design process for multiple case studies

Session sponsored by Art of Context

LUNCH BREAK

Grab a bite to eat and network with attendees
12:00-1:00pm

NEXT

Get a preview of upcoming SEG D events
1:00-1:30pm

THANK YOU TO OUR EVENT PARTNER



SEG D Wayfinding is hosted by
Miami International Airport
North Terminal | Concourse D | Level 4 | Auditorium
2100 NW 42nd Ave, Miami, FL 33126

AGENDA

THURSDAY, APRIL 14 (CONTINUED)

SESSION 3

WORKPLACE AND EDUCATION WAYFINDING

Defining Spaces for All Ages

1:30-2:30pm

Joe Lawton and Ellen Bean, Media Objectives at VDTA
Brittney Butler, VMDO

SESSION OBJECTIVES

- Learn the process for programming a space and defining a preliminary sign family for a corporate interior environment
- Understand the various phases of the design process from concept to documentation to fabrication involve
- Understand how wayfinding can improve the user experience and enhance worker interactions
- Learn how placemaking can be used to support a navigational wayfinding system
- Learn how materials, form, color can be used to integrate an organization's brand into a sign program
- Gain insights of how emerging EGD studios are developed, managed, and directed

Session sponsored by Color-Ad

AFTERNOON BREAK+BOOK SIGNING

with Chris Calori, FSEGD and David Vanden-Eynden, FSEGD
Calori & Vanden-Eynden Design Consultants
Signage and Wayfinding Design: A Complete Guide to Creating Environmental Graphic Design Systems (2nd Edition)

2:30-3:00pm

SESSION 4

HEALTHCARE WAYFINDING

Human Factors + the Foundations for Building a User-Centered Experience

3:00-4:00pm

Virginia Gehshan, FSEGD, Cloud Gehshan Associates

SESSION OBJECTIVES

- Learn how research and user-centered studies are the foundation for planning wayfinding and defining user outcomes
- Understand how human factors and user psychology are being used to shape patient environments
- Learn how to define a preliminary sign family that aligns with and supports the patient and user journey
- Understand why thoughtful design is imperative to improved visitor experiences as well as hospital operations

Session sponsored by SES Branded Environments

SESSION 5

FINDING THE WAY

4:00-5:00pm

Chris Calori, FSEGD and David Vanden-Eynden, FSEGD
Calori & Vanden-Eynden Design Consultants

SESSION OBJECTIVES

- Understand how the foundations of information design can shape user experiences in multiple markets and scales
- Learn lessons of wayfinding practice from the perspective of process and development from top experts
- Gain inspiration from wayfinding design that embraces form, materiality, context, and utility

Session sponsored by Design Communication Ltd.

MIXER

Sponsored by TBD

5:30pm

FRIDAY, APRIL 15

MIAMI INTERNATIONAL AIRPORT TOUR

9:00am-12:00pm

Registration is required for the Friday airport tour.
Email jennette@segd.org if you plan to participate.

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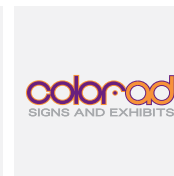
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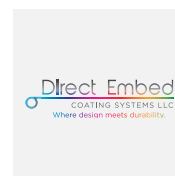
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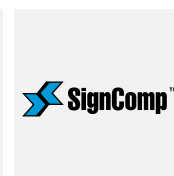
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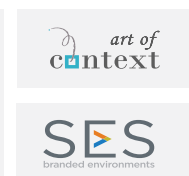
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