

MONDAY 2.13.12

7:45	Registration	Pre-Function Area (Lobby)
8:30 - 9:30	General Session Megan Hunt, Princess Lasertron “Creative Collaboration: The Power of Partnership in Design” Our creativity is our most valuable asset, and we are constantly reacting to the influences of other minds. Learn how to harness the power of your peers and leverage the benefits of collaboration!	Room B
9:45 - 11:25	Skill Builder Sessions (Choose 3) Zac Triemert, Lucky Bucket Brewery “Love What You Do” A two-way discussion on following your passion and finding ways to make a career out of what you love. Maellyn Hain + Katie Herzog, Ervin & Smith “Becoming a Closer: How to Sell Yourself and Your Work” Having really great creative is only half the work. The other half is getting someone else to think it's great. Get the tips you need to be able to sell yourself and your work to get noticed, land the project, and close the deal. Carolyn Hund + Craig Hughes, Ervin & Smith “How to Break In...and Get Caught” Need to know the do's and don'ts for getting noticed and landing the job you want? We've got tips and tricks to get your foot in the door. You've been working on your skill set – now learn how to sell yourself and put it to good use. Lisa Lorraine, Swanson Russell “What's Your Portfolio Saying About You?” When trying to land a job, your book says a lot about who you are, but is it saying the right things? This session will let you in on what employers are looking for in a portfolio and tips for how to make the best first impression.	Rooms H-L
11:30 - 1:00	Lunch Speakers Holland Foundation Presents John Kreicbergs, Meers Advertising + Adam Seitz, The Digital Revolution Group “From There to Here” A tale of how two musicians made the long, strange trip from their musical past to their digital present. Sordid details. Lessons learned. Brutal honesty. Optimistic musings.	Room B
1:15 - 2:40	Panel Discussions (Choose 3) <ul style="list-style-type: none">• Account Service• Interactive• Art Directors• Photographers/Illustrators/Video Producers	Rooms H-L
2:50 - 3:50	General Session Derek Van Horne, Phenomblue “More Than a Resumé” With a short resumé and a sparse portfolio it can be difficult for potential employers to truly gain an understanding of who a young designer is based on those things alone. This session will provide insights into other ways young designers can help potential employers understand the value they can provide, making it easier to get their foot in the door.	Room B
4:00 - 5:00	General Session Peter Morris, Local Hero “Ninjas and Baloney Sandwiches” Job hunting. Working. Professional development. Success. How to get everything you want out of the real world.	Room B
5:30 - 8:00	Ervin & Smith After Party Meet, Eat & Compete Night	Concourse

TUESDAY 2.14.12

8:00 - 8:30	Breakfast	Room B
8:40 - 9:45	General Session Adam Nielsen + Andrew Wirick, GoodTwin "The Digital Divide"	Room B
10:00 - 11:15	Creative Director Panel	Room A
11:30 - 1:30	Lunch Speaker Holland Foundation Presents Stefan Mumaw, Reign "Habit" Explore where creativity hides and how we can generate ideas in greater quantity and quality, regardless of job title or project restrictions. Don't settle for routine thoughts and stale solutions, crank up your ideation and learn how to oost the potential of your concepts.	Room B
2:00 - 4:30	Portfolio Review	Room A
2:00 - 3:00	Professor Session Randa Zalman, Redstone "Building Marketing Franchise Quarterbacks" In-house and agency marketing firms are on the lookout for employees who not only have a superior skill set but can demonstrate active leadership to rally the team and generate business for long-term success. Learn five key franchise characteristics that students must learn to be high-ranking draft picks in a competitive, real-world environment.	Room B

MEET THE PROS
February 13-14, 2011
Mid-America Center
Council Bluffs, IA

Questions?
Please contact
Teri Hamburger at
402-561-6625
or teri@novia.net.

