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**MEDIA CONTACT:**

David Griffith  
[Buffalo.Agency](http://Buffalo.Agency)  
703.395.0404  
[dgriffith@buffalo.agency](mailto:dgriffith@buffalo.agency)

**HOW Design Live Announces Malcolm Gladwell and DeeDee Gordon Join Growing Roster of Influential Keynote Speakers for 2017 Program**

***Leading Creative Industry Event Set to Showcase Preeminent Thought Leadership***

(NEW YORK, NY) – [HOW Design Live](http://HOW.Design.Live) has announced that renowned New York Times best selling author Malcolm Gladwell and DeeDee Gordon, Serial Entrepreneur, Innovator, Founder of the Collaboratory™ and Applied Futures Thinking™, are headlining a growing list of brilliant keynote speakers for its conference to be held May 2-6, 2017 at the Hyatt Regency in Chicago, IL.

In addition to Gladwell and Gordon, other high-energy rock stars from multiple design disciplines will be [speaking](#) including Jeffrey Zeldman, Natasha Jen, Mauro Porcini, Seymour Chwast, Kelli Anderson, Brian Collins, Timothy Goodman, David Carson and Pum Lefebure.

“The HOW Design Live team is dedicated to delivering the best possible conference experience,” said Gary Lynch, Vice President and Group Show Director, HOW Events. “Immediately following each year’s event, we gather data and feedback to evaluate every aspect of the conference to assist in the recruitment of potential speakers and planning the next year’s event. This year’s lineup of keynote speakers surely will not disappoint and I’m confident this will be our most remarkable conference experience yet.”

Luminaries at global brands such as Starbucks, SC Johnson, Coca-Cola, GE, CVS Health and The Hershey Company will also be presenting throughout the event. See the complete speaker lineup at <http://s15.a2zinc.net/clients/emeraldexpo/how2017/Public/speakers.aspx>.

Attendees of this year’s show will experience five days of learning and engagement, where they will hear from and interact with the brightest minds in design and business. The jam-packed schedule boasts more than 80 educational sessions, 100 speakers, [13 keynote speakers](#), nearly [100 vendors](#) and [brand new Workshops and Master Classes](#) designed to create an inspirational and hands-on learning environment.

Individuals, groups or students wishing to consume everything the event has to offer should consider the Big Ticket registration, which provides access to all breakout sessions, Keynotes, Master Classes, Exhibit Hall and receptions for all five days. Other options include 1-Day, 3-Day, Exhibit Hall-Only and VIP passes. Interested participants are encouraged to sign up by **November 30 to save up to \$200** using the following promo codes:

- **Save \$200 on the Big Ticket** with promo code **MEDIABT**.
- **Save \$200 on the 3-Day Ticket** with promo code **MEDIA3D**
- **Save \$100 on the 1-Day Ticket** with promo code **MEDIA1D**

Register at <http://howdesignlive.com/attendees/register-to-attend>

Check out the newly launched [HOW Design Live website](#) for updates to the ever-growing program and learn what's new for 2017.

If you would like the opportunity to interview one of this years brilliant speakers, please contact Diana Mosher, Content Director-HOW Events, at [Diana.Mosher@howdesign.com](mailto:Diana.Mosher@howdesign.com).

### **About HOW Design Live**

For more than 25 years, HOW Design Live has been the premier event and one of the largest gatherings of creative professionals in the world. Combining five separate conferences into a single event focused on creativity, business, leadership, marketing and inspiration for designers—and is considered a career-changing, life-altering experience. HOW Design Live takes place at the Hyatt Regency in Chicago from May 2-May 6, 2017. This year features more than 80 educational sessions, 13 keynote speakers, brand new Workshops and Master Classes, and an exhibit hall that hosts more than 100 vendors. Whether you work for a design firm, an in-house creative department, or are a business owner or marketing professional, HOW Design Live will help you ignite your passion, and create your future.

HOW Design Live began as the brainchild of the HOW brand. Founded in 1985, the HOW brand began its life as HOW Magazine. Today the brand has grown to encompass a host of products and events including several design competitions, online design courses, design books, and events.

For more information, visit the HOW Design Live website at [www.howdesignlive.com](http://www.howdesignlive.com), the [HDL Twitter Page](#), or the [HDL Events Page on Facebook](#).

### **About Emerald Expositions**

Emerald Expositions is a leading operator of large business-to-business trade shows and conferences in the United States, producing more than 80 events annually and connecting hundreds of thousands of buyers and sellers across 10 diversified end-markets. They include Gift, Home and General Merchandise; Sports & Apparel; Design; Jewelry, Luxury, and Antiques; eCommerce; Photography; Healthcare; Military; and Food. Headquartered in San Juan Capistrano, CA, Emerald Expositions' shows are typically the most prominent and important for exhibitors and attendees within their various industries.

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