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HOW Design Live 2017 Announces Expanded Program to Address Increased Need for Collaboration Between Design and Marketing

(NEW YORK, NY) – HOW Design Live, one of the largest annual gatherings of creative professionals in the world, is introducing [new programming](#) for its 2017 conference, to be held May 2-6 at the Hyatt Regency in Chicago, IL. The innovative programming, focusing on the increased need for collaboration between design and marketing professionals, includes four program tracks: Branding & Packaging, Marketing & Strategy, Design & Creativity and Tools & Resources.

This year's sessions will be led by speakers in senior creative and branding roles from global consumer brands, who will offer road-tested design and marketing strategies as well as creative leaders from leading design agencies. In-house speakers will represent brands such as [Starbucks](#), [Nestle](#), [Whole Foods](#), [GE](#), [General Mills](#), [Coca-Cola](#), [PepsiCo](#), [SC Johnson](#), [Hallmark](#), [Proctor & Gamble](#), [Target](#) and [Hershey](#), among many others. Agencies represented on the program include Design Army, Pentagram, Pearlfisher, Turner Duckworth and Collins.

"Most design work is connected to marketing, whether it be for branding, content, or even self-promotional purposes." said Gary Lynch, Vice President and Group Show Director, HOW Events. "Good design communicates the brand message effectively – it raises a brand's visibility, increases conversions, reinforces the brand message and can even evoke an emotional response. The successful collaboration between designers and marketers is vital to any business and HOW Design Live has dedicated this year's conference to connecting the marketing and design world through innovation and best practices we believe will resonate with all creative professionals."

The new programming will also include a new partnership with [In-House Agency Forum \(IHAF\)](#), an association that serves senior leaders in design and marketing. The partnership has created a three-part series entitled "[CMO Strategy Sessions with IHAF](#)" and a separate **Master Classes** on in-house design.

HOW Design Live 2017 features 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 design 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 the **Early Bird Deadline of January 24, 2017** for discounted rates.

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

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

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, 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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