

HOW DESIGN LIVE

DENVER

SEP 2024

DENVER

DENVER PERFORMING
ARTS CENTER
HOW Women Lead
-Sept. 22, 2024
HOW Design Live
-Sept. 23-25, 2024
Denver, CO



Note from the Show Director

I've had the pleasure of working on the HOW brand for over 10 years now and I can tell you it really is more than just a job—and that's because to our devoted attendees, some of whom have been coming to our event for decades, it's always been more than just a conference.

HOW Design Live has heart. It's defined by passion. It can literally change your life. And I don't say that lightly. People have found new jobs from connections at HOW Design Live. They've met lifelong friends. They've met future spouses.

An amazing sense of possibility hits you the moment you arrive at the show, when you suddenly realize that there are more designers, art directors, creative directors and creatives of all stripes in one place than you have ever seen before. Your tribe is here—and they're ready to engage.

And then, of course, there's the thing that brings our attendees to HOW in the first place: the brilliant lineup of speakers – like YOU! We don't take programming the event lightly. We spend countless hours finding talented new voices to bring to the show to keep it fresh and engaging—while bringing HOW favorites back when attendees demand them—and we spend countless more hours vetting potential speakers so that when you hit the HOW stage, attendees will get every last nickel of their money's worth, and then some.

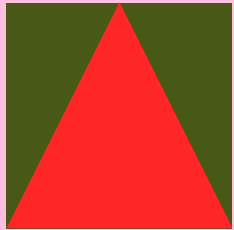
Every year, so many people ask us why HOW is called HOW. When the HOW brand first launched, it was because there wasn't anything on the market that focused on HOW to do things in the design world—how to be a better graphic designer, how to use certain essential programs, how to advance your career, how to balance work and life, and on and on. HOW Magazine was the go-to publication for all things HOW-To and HOW Design Live was a direct off-shoot from the magazine. This year more than ever we're really leaning into the "HOW" that makes us well... HOW!

As we approach our 34th event September 23-25 in Denver, we're elated to say that while we've grown a lot over the years, putting the "how" in HOW remains one of our highest priorities. After all, before you can really take your craft and career to the next level, you need to be equipped with the tools to do so. That's why we're counting on each and every speaker to bring their list of HOW-To take-aways to every session.

It doesn't matter what type of person you are—extrovert, introvert, student, creative director. There is a place for you here, among the creative glue that binds us all. HOW really is so much more than a conference. I can't wait to meet you in Denver. A world of design and possibility awaits.

— Amy Conover, HOW Brand & Content Director

INSPIRATION. IDEATION. INNOVATION.



2024 Theme:

Inspiration. Ideation. Innovation.

2024 Theme Messaging:

The theme of this year's event is a trio of words that truly articulate what we hold dear—and do best—at HOW Design Live: Inspiration. Ideation. Innovation.

It's the core of the creative process.

And here, it all starts with keynotes, workshops and breakout sessions that inspire and fill the creative well and jumpstart the creative soul.

Inspiration yields ideation—where fresh, groundbreaking work emerges.

Ideation breeds innovation—the moment at which it all takes root and becomes real.

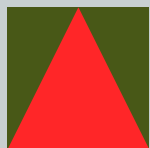
You can see it all on stage in the best-in-class case studies and sessions at HOW Design Live. But above all else: At the end of the conference, you realize that it's all happening within you, too.

Get ready to be inspired. Get ready to ideate. And get ready to innovate. Get ready to take your design to all-new heights at HOW Design Live 2024, exclusively this Fall in Denver, CO.

HOW Design Live is an industry-leading gathering of 1,000+ graphic designers and other creative professionals. It's where designers in all disciplines and at all levels of experience come to learn from the brightest minds in the creative field. It's where they discover new ideas, new sources of inspiration, new skills and new connections. And it's where they can get face to face with brand leaders, design heroes and the minds shaping the industry tomorrow.

Programmed primarily for design, marketing and creative professionals, with a focus on in-house designers in major corporate brands and design firms, we focus on providing inspiration as well as education in design & creativity, leadership, branding, marketing, career growth and technology to creatives in various stages of their career. HOW is a place where creatives connect with their like-minded community of design-thinkers, entrepreneurs, designers, marketers and creative leaders to develop relationships that last long after their event experience.

HOW Design Live is a 3 day annual event for the past 34 years and in 2024 we are leaning into our name more than ever with an increased focus on “HOW-To” across all session types and formats. It's how we began almost 35 years ago as an event launch from HOW Magazine and it's who we are as an event: a space that encourages education and community.



THAT'S **HOW**

EVENT INFORMATION

We believe the power of design is becoming increasingly important in our world and has the ability to change our world. **HOW Design Live** is a catalyst to harness and release that power. It's where creatives converge to ignite their passion and create their futures. One of our goals is to remind our attendees why they became a designer and that what they do makes a difference and has the capacity to change the world. Many of our attendees have told us our event is a career-changing, life-altering experience.



THAT'S **HOW** **PURPOSE**

- Our program focuses specifically on career development and advancement. Every session and every speaker represents an opportunity for the attendee to learn something new, apply that knowledge/skill and become a better designer and a more valuable employee. Now more than ever we're focusing on the HOW-To of HOW.
- We are proud to have a very diverse speaker panel every year and work to ensure every attendee, speaker and sponsor feel valued, represented and included.
- The HOW Community is very unique, inclusive, supportive and encouraging. HOW is where creatives come to find their tribe, build their network, make friends, discover common opportunities and share common issues. We hear very regularly in conversation with speakers, attendees and sponsors that the HOW community is rare and not something that has ever been replicated at other events.
- It's also an opportunity for personal enhancement to design their life, influence their community, make a difference in the world or within their sphere of influence, and become inspired.



UNIQUE VALUE

THAT'S **HOW**

Our brand philosophy is that the attendee experience and sense of community is what separates HOW from our competition. We make sure that our speakers connect with attendees one-on-one through various opportunities including speed coaching sessions and table talks, we encourage speakers to interact with sponsors, and really become part of our community. We also work closely with groups like the HOWies and the HOW Ambassadors, so they connect with first time attendees and serve as on-site HOW ambassadors. We offer creative activities and activations within our conference space to create a shared community experience and we actively engage with attendees, and prospective attendees, on social media.

Another key aspect of our brand philosophy is the importance of giving back to the community in which our event is hosted. HOW encourages, and models, the value of not only doing good work, but doing work that supports the greater good. Each year we choose a local “official HOW Social Cause” and encourage and support their efforts. We provide space on the show floor for attendee engagement and share updates daily from our main stage and on social. Our attendees recognize the value and appreciate our commitment to these causes.



THAT'S **HOW** **BRAND PHILOSOPHY**

HOW DESIGN LIVE UNIQUE ATTENDEE OPPORTUNITIES

FACETIME!

Provide opportunities for face-to-face interaction and personal connections with the speakers they respect and admire, and peers who share their passion.

SHARE THE LOVE!

Develop lasting relationships in a supportive community from which many are able to grow and advance their career.

INSPIRE + BUILD + INTERACT!

Gain inspiration and creativity, refresh skills and build professional relationships through the content, networking events, as well as other visual and interactive experiences at the event.

SESSION FORMAT & TRACKS

KEYNOTE (INSPIRATION)

Hear from thought leaders, illustrators, designers, authors and other design leaders as they share their personal insights, challenges, and successes to inspire, motivate and change your life.

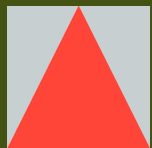
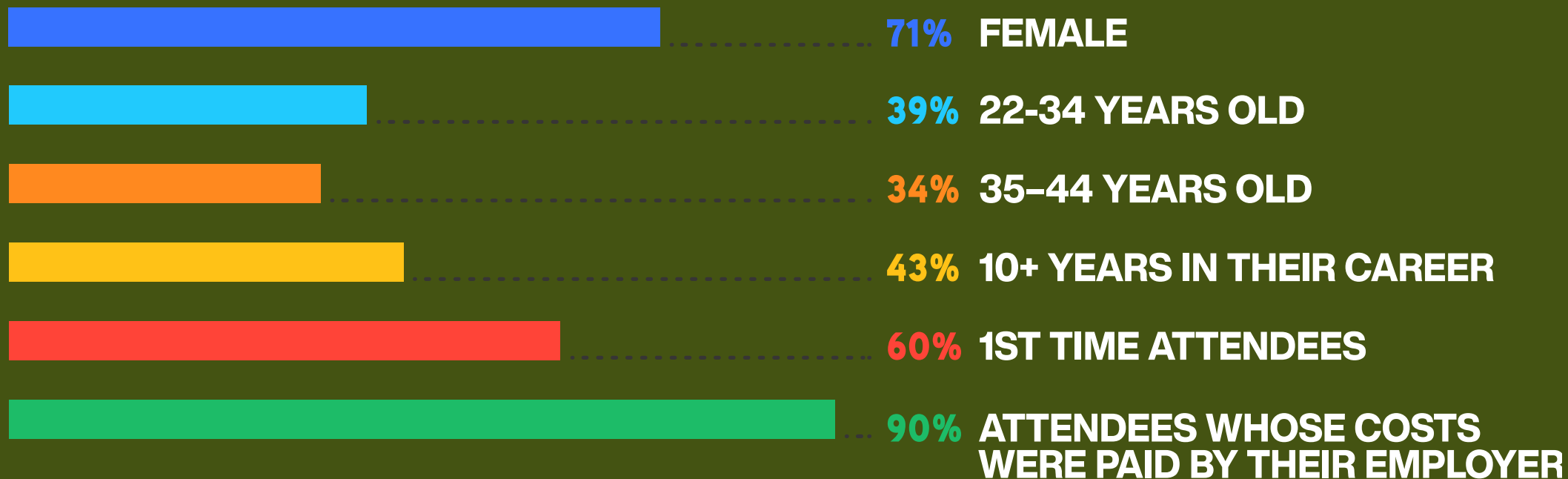
BREAK-OUT SESSIONS (IDEATION/INNOVATION)

These sessions are theater seating to create the best opportunity for speakers to share their knowledge, inspiration and insights around Design+Creativity, Leadership, Marketing, the Business of Design, etc. These can be various formats but should give the attendees strategies, trends, practical info of real value, case studies, etc.

HOW-TO WORKSHOP (INNOVATION)

A workshop environment with round tables to encourage attendee engagement with both the speaker and each other. These HOW-To sessions are intended to bring the “How” back to “HOW” by providing an opportunity to learn new skills, familiarize themselves with new topics and take back to their team insights, skills and tactical ways to improve their work.

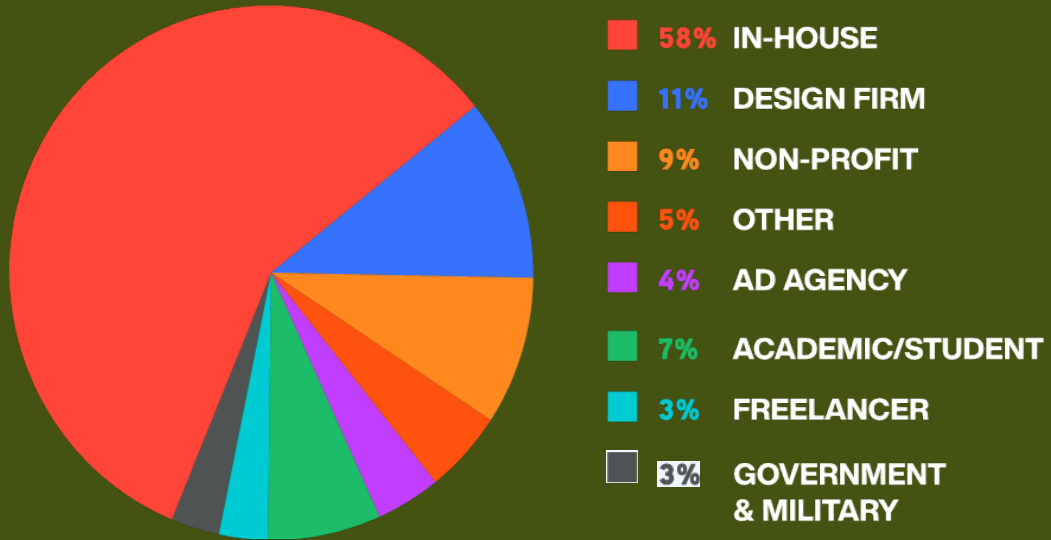
HOW DESIGN LIVE ATTENDEE PROFILE



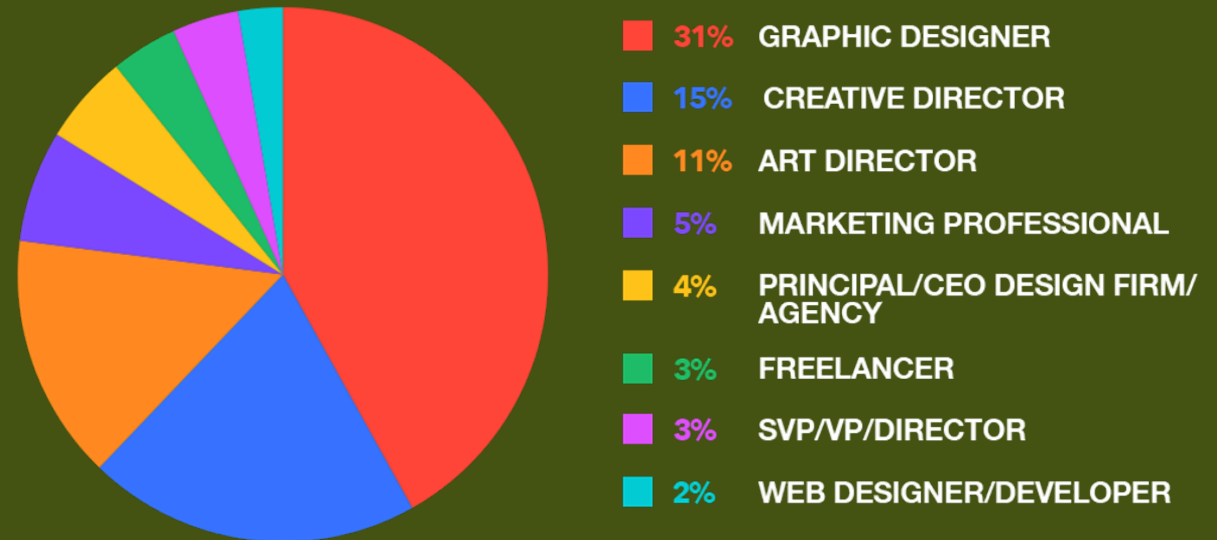
THAT'S **HOW**

AUDIENCE PROFILE

WORK ENVIRONMENT



JOB TITLES



THAT'S **HOW**

AUDIENCE DEMOGRAPHICS

CREATIVES WHO CARE ARE CREATIVES WHO CHAMPION CAUSES
WE'RE ALL CUT FROM THE SAME CREATIVE CLOTH

IF YOUR WORK STANDS FOR SOMETHING, IT CAN MEAN EVERYTHING
THE WORLD DEMANDS A MORE INCLUSIVE SOCIETY, AND DESIGN DESERVES A MORE INCLUSIVE CONFERENCE

THERE IS GREAT POWER IN OUR DIFFERENCES

DIVERSITY DRIVES THE DESIGN WORLD

WORK DOES NOT HAVE TO BE PRETTY TO BE PROFOUND

EQUALITY IS ESSENTIAL

ALL ARE WELCOME, ALL ARE WORTHY

BELONGING IS IN THE BLOOD OF OUR BRAND - AND YOU BELONG
DESIGNERS HAVE THE UNIQUE ABILITY TO ENVISION, DESIGN AND IMAGINE A BETTER WORLD

HOW DESIGN

LIVE

WE ARE CHANGING THE WORLD

Join The Community.

SHOW DIRECTOR

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INSPIRATION.
IDEATION.
INNOVATION.

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