



Reclaim the Future.

Design & Culture / Brand Identity & Packaging
April 14-16, 2010

Trump International Hotel & Tower
Chicago, IL

www.iirusa.com/fuse



Phil Duncan Global Design Officer,
The Procter & Gamble Company



Phyllis Aragaki Director, Target Creative Studio,
Target Corporation



TJ McCormick General Manager,
Brand Design, Jet Blue



Fred Kleisner President & CEO,
Morgan Hotels Group



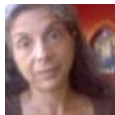
Rick Valicenti Co-founder Moving Design,
Design Director, Thirst



Warren Berger Author of Glimmer: How design can
transform your life and maybe even the world



Jim Stengel Retired Global Marketing Chief,
The Procter & Gamble Company



Constance Adams Space Architect and President,
Synthesis

FUSE 2010: Reclaim the Future

re-claim: To bring back, as from error, to a right or proper course

The future is once again ours for the taking. With a renewed spirit and mended confidence, together, let us create better days ahead at FUSE.

Year after year people return to FUSE to refuel.

3 key reasons people count on FUSE...

Information, Inspiration and Community.

Information.

FUSE will deliver all the information necessary to define and embrace the new normal. FUSE will prepare you to rise to the challenge of what's next for your brands and your consumers. Year after year the top minds in brand strategy and design assemble to exchange innovations and ideas on adapting and inspiring their businesses once again to reach new levels of profitability, along with their customers who are striving for some level of certainty and security.

The power of collective intelligence starts here....

- Phil Duncan, Global Design Officer at The Procter & Gamble Company will share how design strategy fuels innovation and bottom line growth at P&G
- Dr. Christopher Gray, VP Shopper Psychology of Saatchi & Saatchi X will challenge you to think differently about how, in new times, you must attract, engage and motivate your consumers to buy
- Jim Stengel, Retired Global Marketing Officer at The Procter & Gamble Company will share lessons from business' top leaders to help you increase your department's influence across the organization

Inspiration.

Design engages the senses, inspires emotion and precipitates action. Now more than ever, the power of design to influence purchase behavior, create brand advocates and reinforce brand identity has been embraced by the masses. It has become a strategic component of nearly every successful brand and business today. To be an effective designer, you must be an inspired designer. Too often, our creative energies are zapped by 4 walls of corporate culture, leaving even the most creative among us hungry for inspiration. Let FUSE inspire you to achieve new heights of greatness when you need it most.

- Warren Berger, Author of Glimmer, prophesizes how design can transform your business for a new age
- Constance Adams, Space Architect shares stories of what happens when there are truly no limits and you are designing for SPACE
- Rick Valicenti, Co-founder of Moving Design & Design Director at Thirst, discusses next generation of designers and efforts to sustain the design profession through Moving Design

Community.

For more than 10 years, the FUSE community has welcomed all those who celebrate and champion the impact of design and brand strategy. FUSE unites designers, creative directors, brand strategists and packaging professionals in a thought provoking and inspiring environment. No other place on earth will you hear real life lessons and stories from Phylis Aragaki the Director of Target's Creative Studio, Steve Barrett, VP, Global Creative at Starbucks and TJ McCormick, the GM of Brand Design at Jet Blue. And no where else can you tap into the wisdom of the brand design crowd – your fellow FUSE attendees. Networking activities have been designed specifically to help you manage the breadth of the FUSE crowd and focus on those that matter most to you, ensuring that you receive value at FUSE even OUTSIDE of the regular sessions.

FUSE is a new conference, for a new age; one that champions brand strategy and design, one that offers the wisdom of the crowds to the crowd and one that connects the top minds in the industry in an environment that encourages true learning and relationship building.

A one of a kind exchange of inspiration and information – designed by and for the FUSE community.

How could you not be there?



Kim Rivielle
Managing Director,
IIR



Krista Vazquez
Conference Director,
IIR



Debbie Millman
President,
Sterling Brands



John Silva
VP, DuPuis



Cheryl Swanson
Principal, Toniq

FUSE 2010 Speakers.

Constance Adams, Space Architect, Founder, **SYNTHESIS**

Diane J. Andreoni-Pomierski, Sr. Director, US Marketing-Creative, **MCDONALD'S USA, LLC**

Phyllis Aragaki, Director, Target Creative Studio, **TARGET CORPORATION**

George Argyros, Director of Account Service, **SOULSIGHT**

Steve Barrett, VP Global Creative, **STARBUCKS COFFEE COMPANY**

Warren Berger, Author of **GLIMMER**

Bobby Calder, Kellstadt Distinguished Professor of Marketing and Psychology at the Kellogg School of Management, **NORTHWESTERN UNIVERSITY**

Mark Carlson, Creative Director, **MCDONALD'S USA, LLC**

Jennifer Clark, Director of Communication & Operations InCreative Marketing, **KAO CORPORATION**

Peter Clarke, Founder & CEO, **PRODUCT VENTURES**

Rosario Costa, Design Director, Product & Marketing Development, **LEGO® GROUP**

riCardo Crespo, WW Group Creative Director, **MATTEL, INC.**

Moira Cullen, Senior Director, Global Design, **THE HERSHEY COMPANY**

Jon Denham, Vice President, Product Design & Innovation, **KRAFT FOODS**

Ronald de Vlam, President and Founding Partner, **WEBB SCARLETT DEVLAM**

Terry Dobson, Creative Lead, Advanced Projects, **WALT DISNEY PARKS AND RESORTS ONLINE**

Phil Duncan, Global Design Officer, **THE PROCTER & GAMBLE COMPANY**

Steven DuPuis, President, **THE DUPUIS GROUP**

Joseph Dzialo, Senior Art Director, **HASBRO**

Gary "Seve" Esposito, **ZUNDA GROUP, LLC**

George Estrada, Designer, adidas corporate, **ADIDAS**

Jonathan Ford, Creative Partner, **PEARLFISHER**

Jeffrey Fields, VP Global Creative – store experience, **STARBUCKS COFFEE COMPANY**

Stephen Gates, Creative Director, **STARWOOD HOTELS & RESORTS**

Steven Ginsberg, Director, Strategic Design, **MARS, INC.**

Christopher Gray, Psy.D, VP Shopper Psychology, **SAATCHI & SAATCHI X**

Merrill Greene, Creative Director, **NORDSTROM NPG ACCESSORIES, AT HOME & WOMEN'S SPECIALIZED**

Nanna Ulrich Gudum, Creative Senior Director, Product & Marketing Development, **LEGO® GROUP**

Dayton Henderson, Design Director / K-C Design, **KIMBERLY-CLARK CORP.**

Marcus Hewitt, Chief Creative Officer, **DRAGON ROUGE**

Lisa Hultquist, Managing Director, Marketing & Brand Integration, **HERSHEY ENTERTAINMENT & RESORTS**

Mike Kitz, VP-OfficeMax Brands and Product Development, **OFFICEMAX**

Fred Kleisner, President & CEO, **MORGAN HOTELS GROUP**

Michael Kroll, CMG, Group Brand Manager, **MICROSOFT**

Karen Lassiter Bryan, Senior Design Manager, **UNILEVER NA**

William H. Lunderman, VP, Global Strategic Brand Design, **COLGATE-PALMOLIVE**

Paul Magee, IDSA, Director, Strategic Design & Brand Integrity, **DIEBOLD**

TJ McCormick, General Manager, Brand Design, **JET BLUE**

Minal Mistry, Project Manager, Sustainable Packaging Coalition, **GREENBLUE**

Karen Morris, Chief Innovation Officer, **CHARTIS INSURANCE**

Ken Musgrave, Head of Industrial Design, **DELL** & Columnist, **FAST COMPANY**

Paola Norambuena, Senior Director, Head of Verbal Identity, **INTERBRAND**

Erin Paul, Director of Strategy, **SOULSIGHT**

Christine Plantan, Founder and Creative Director, **RUSSELL+HAZEL**

Camille Popplewell, Beauty Design Strategist, **KAO BRANDS**

Chip Reeves, Director, Discovery & Design, **DOW CORNING**

Darralyn Rieth, Director, Global Design, **CAMPBELL SOUP COMPANY**

Brian Singer, Creator, **THE 1000 JOURNALS PROJECT**

Lorne Solway, Senior Director, Marketing, Brand and Promotions, **AIR MILES REWARDS PROGRAM**

Jim Stengel, Retired Global Marketing Officer, **PROCTER & GAMBLE**

Mark Sullivan, Director of Packaging Design, **GENERAL MILLS**

Rick Valicenti, Co-Founder, Moving Design & Design Director, **THIRST**

Alina Wheeler, Author, **DESIGNING BRAND IDENTITY**

John Winsor, Author, **BEYOND THE BRAND, SPARK AND BAKED IN**

Key deliverables for FUSE 2010

- **UNLOCK** the power of emotion to drive shopping behavior
- **CREATE** cohesive brand expression across marketing tactics
- **REINVENTING** creative space
- The role of **STRATEGIC DESIGN** partners, the role of research methodologies, their relevance/efficacy
- **MANAGING** large global brand franchises with passion
- **LEARN SKILLS** for generating, evaluating, and actualizing new ideas
- **UNDERSTAND** the creative process and how to access it individually, collaboratively, and organizationally
- When, how and why to **REVISE BRANDING** on packaging
- **LEADERSHIP** through design
- Demonstrating the **ROI** of design on brand health

NEW FOR 2010

- Full day Workshop at the Art Institute of Chicago on Creativity & Innovation
- Full day Symposium on Clearing the Path to Breakthrough Packaging
- Reclaim the Future FUSE's Rejuvenating new theme will invigorate your passion for what you do and validate the value that you deliver
- New "un-conference" venue conducive to open conversation and visual stimulation
- The "Conversation With" Interview format provides behind the scenes stories of some of the most breakthrough strategy & design work of the year
- PLUS: Annual PROOF Market Research For Packaging Co-located with FUSE – Bring your counterpart in Market Research and Save
- FUSE partners with The Dieline to introduce the First Annual International Dieline Packaging Awards

Agenda at-a-glance.



Wednesday, April 14, 2010

- 7:00 Registration & Morning Coffee
- 8:00 – 4:00
OR
 FULL DAY CREATIVITY & INNOVATION WORKSHOP at the Art Institute of Chicago
 FULL DAY SYMPOSIUM: Clearing the Way to Breakthrough Packaging
- 7:45 Official Welcome from Symposium Chairman - John Silva, DuPuis
- 8:00 OPEN SESSION
- 8:30 INSPIRING AND DEVELOPING THE BUILDERS OF TOMORROW: A LEGO CASE STUDY
 Rosario Costa & Nanna Ulrich Gudum, LEGO® Group
- 9:10 MARINE DRUMMER SETS THE CREATIVE BEAT FOR BRANDS - Peter Clarke, Product Ventures
- 10:20 PACKAGING THE STARBUCKS EXPERIENCE - FOR THE COFFEEHOUSE AND BEYOND
 Steve Barrett & Jeffrey Fields, Starbucks Coffee Company
- 11:00 GLOBAL BRAND IDENTITY: ART, SCIENCE OR BOTH? & BRAND MESSAGING ON PACKAGING: CHANGING CONSUMER PERCEPTIONS - Diane Pomierski & Mark Carlson, McDonald's

- 11:40 SPOKES-CANDIES, PARALLELOGRAMS AND RAINBOWS: STRETCHING YOUR EQUITIES VS. MAINTAINING FAMILIARITY - Steven Ginsberg, Mars, Inc.
- 12:20 Lunch
- 1:20 BEYOND PRACTICAL & TACTICAL: POSTURING DESIGN & PACKAGING AS STRATEGIC INITIATIVES WITHIN THE ORGANIZATION - Ken Musgrave, Fast Company
- 2:00 THE SUSTAINABILITY OF PACKAGING: A LIFE CYCLE PERSPECTIVE - Minal Mistry, GreenBlue
- 2:40 THE POISON OF PARITY: PACKAGING AS THE ULTIMATE CELEBRATION OF A BRAND INSTEAD OF THE LOWEST COMMON DENOMINATOR - Stanley Hainsworth, Tether, Inc.
- 3:50 KEYNOTE: BAKED IN: CREATING PRODUCTS AND BUSINESSES THAT MARKET THEMSELVES
 John Winsor, Author
- 4:30 PRESENTATION OF THE FIRST ANNUAL PACKAGING AWARDS BROUGHT TO YOU BY THE DIELINE & FUSE: AWARDS CEREMONY & PRESENTATION

6:00 Welcome Reception Sponsored by CIULLA ASSOC



Thursday, April 15, 2010

- 7:00 Registration & Morning Coffee
- 8:00 OFFICIAL WELCOME FROM CONFERENCE CHAIRWOMEN
 Debbie Millman, Sterling Brands & Cheryl Swanson, Toniq
- 8:30 APPLIED LEADERSHIP, AMAZING RESULTS - Jim Stengel, Procter & Gamble
- 9:15 MOVING DESIGN AT THE INTERSECTION OF EXPERIMENTATION, EXPERIENCE, AND EDUCATION
 Rick Valicenti, Thirst

- 10:00 A CONVERSATION WITH...
- 10:15 Networking Break
- 10:45 WINNING HER WALLET BY MEETING HER MIND - Christopher Gray, Psy.D, Saatchi & Saatchi X
- 11:30 DESIGNING FOR WIDE OPEN SPACES - Constance Adams, synthesis intl
- 12:00 MAKE IT COUNT NETWORKING SESSION: PART 1
- 12:30 Lunch Sponsored by Eckhart



Track 1: Brand Strategy	Track 2: Creative & Design	Track 3: Thoughtleaders & Storytellers
1:45 COMPOSING BRAND DESIGN FOR TODAY'S MARKETING DEMANDS Dayton Henderson, Kimberly-Clark Corp.	1:45 DELIVERING WORLD CLASS DESIGN Darralyn Rieth, Campbell Soup Company	1:45 JAMIE OLIVER - BRANDING CELEBRITY WITH INTEGRITY Jonathan Ford, Pearlfisher
2:20 TRANSFORMER'S YOUR BRAND INTO A GLOBAL BLOCK BUSTER SUCCESS. IT'S MORE THAN MEETS THE EYE! - Joe Dzialo, Hasbro	2:20 USING DESIGN TO DRIVE INNOVATION Chip Reeves, Dow Corning Corporation	2:20 HORSESHOES AND WHY I DID NOT INHERIT A LARGE FAMILY FORTUNE - Ronald de Vlam, Webb Scarlett deVlam
2:55 WHY IS HERSHEY, THE SWEETEST PLACE ON EARTH SO SWEET? Lisa Hultquist, Hershey Entertainment & Resorts	2:55 THE IMPACT OF VISUAL STIMULI ON CONSUMER BEHAVIOR Karen Morris, Chartis Insurance	2:55 A LOOK AT HOW THE RECESSION IMPACTED BRANDING & PACKAGING AROUND THE WORLD - Marcus Hewitt, Dragon Rouge
4:00 BRAND FACELIFTS: EVOLVING A BRAND WHILE STAYING TRUE TO ITS DNA - TJ McCormick, JetBlue Airways	4:00 CHAOS AND CREATION THEORY: DESIGNING THROUGH THE EMERGE-GENCY - Merrill Greene, Nordstrom	4:00 WHY THE MIDDLE OF THE ROAD IS WHERE YOU GET SQUISHED Erin Paul & George Argyros, Soulsight & Moira Cullen, The Hershey Company
4:35 TAMING THE TRICKLE DOWN: HOW NORTH AMERICA'S LARGEST COALITION LOYALTY PROGRAM MANAGED MAJOR BRAND OVERHAUL WITH MULTIPLE COMPANIES INVOLVED Lorne Solway, AIR MILES Rewards Program	4:35 'A NEW PAGE' THE FUN, ACTION AND DANGER OF DESIGN William H. Lunderman, Colgate-Palmolive Company	4:35 DEGREE - REBUILDING A GROWING BRAND & LEVERAGING DESIGN AS A CATALYST FOR CULTURAL CHANGE Gary "Seve" Esposito, Zunda Group & Karen Lassiter Bryan, Unilever NA
5:10 STRATEGIC CREATIVE DIRECTION FOR BRANDING EXCELLENCE riCardo Crespo, Mattel, Inc.	5:10 This session will be delivered by Smart Design	5:10 ALL THINGS BING Paola Norambuena, Interbrand & Michael Kroll, Microsoft

6:00 Cocktail reception hosted by Webb Scarlett deVlam. More details at www.iirusa.com/fuse **Webb Scarlett deVlam**

Friday, April 16, 2010

- 7:30 Morning Coffee
- 8:00 THE WORLD NEEDS INTERESTING - Fred Kleisner, Morgans Hotel Group
- 8:45 A CONVERSATION WITH...
- 9:00 THROUGH THE KEYHOLE: THE INEXORABLE LINK BETWEEN DESIGN & MARKETING
 Moderated by Steven DuPuis, DuPuis • Bobby Calder, Northwestern University • Moira Cullen, The Hershey Company • Jon Denham, Kraft Foods • Mark Sullivan, General Mills

- 10:00 Break
- 10:30 THE INSIDE SCOOP AT KRAFT: Debbie Millman, Co-chairwoman of FUSE in a one on one interview with Jon Denham, Vice President, Product Design & Innovation, Kraft Foods
- 10:50 GLIMMER: An outsider's journey inside the design mind - Warren Berger, Author
- 11:30 DESIGN STRATEGY AND INNOVATION - THE P&G STORY - Phil Duncan, The Procter & Gamble Co.
- 12:15 MAKE IT COUNT NETWORKING SESSION: PART 2
- 12:45 Lunch

Track 1: Brand Strategy	Track 2: Creative & Design
1:45 TRANSLATING BRAND IDENTITY TO THE VIRTUAL SPACE: DIGITAL DISNEYLAND Terry Dobson, Walt Disney Parks & Resorts Online	1:45 MEMORY LOSS AND HAMBURGER: GETTING THE BEST FROM IN-HOUSE CREATIVE TEAMS Stephen Gates, Starwood Hotels & Resorts
2:20 MANAGING GLOBAL FRANCHISES OF BEAUTY BRANDS Camille Popplewell & Jennifer Clark, Kao Corporation	2:20 INNOVATING INHOUSE SPARKING GREATNESS WITHIN TARGET'S IN-HOUSE CREATIVE TEAMS Phyllis Aragaki, Target Corporation
2:50 Break	2:50 Networking Break
3:00 FROM CONCEPT TO COMMERCE: BRINGING INNOVATIVE BRANDS TO THE MARKETPLACE Christine Plantan, russell+hazel	3:00 USING DESIGN THINKING TO DRIVE INNOVATION: REAL WORLD EXAMPLES Mike Kitz, OfficeMax
3:30 PERSONAL BRANDING REVITALIZING THE BRAND YOU Alina Wheeler, Author	3:30 CONNECTING DESIGN TO THE BOTTOM LINE: KEEPING DESIGN RELEVANT IN THE NEW WORLD Paul Magee, Diebold

Concluding Keynote

- 4:00 1000 JOURNALS: ENGAGE THROUGH INSPIRATION - Brian Singer, The 1000 Journals Project

Attend a full day workshop or a full day symposium. Details on each are below. Be sure to indicate your preferred activity when you register for the conference.

Option A : Full Day Creativity & Innovation Workshop at the Art Institute of Chicago

Art-Work is an innovative breakthrough program developed by Catalyst Ranch and the Art Institute of Chicago, which provides inspiration and learning through a unique, arts-based approach for training through the experience of observing art. This daylong professionally facilitated workshop will take place in the galleries of the Art Institute of Chicago and the inspiring spaces of Catalyst Ranch. It will be led by an Art Institute museum educator and a corporate facilitator from Catalyst Ranch. Awaken your creativity and innovation skills through thought-provoking queries, discussions and activities regarding selected works of art. Using the visual experience of works of art, participants will:

- Understand the creative process and how to access it
- Become aware of new sources of creativity
- Leverage diverse perspectives within creative/innovative teams
- Learn skills for generating, evaluating, and actualizing new ideas
- Create a culture of Creativity and Innovation

NOTE: Cost for full day workshop include museum fees, breakfast, galleries, transportation to the Ranch, lunch, activities and materials. Workshop begins at 8AM and concludes at 4PM

Option B : Clearing the Path to Break-through Packaging

7:00 Registration & Morning Coffee

9:50 Break

7:45 OFFICIAL WELCOME FROM SYMPOSIUM CHAIRMAN



John Silva,
Vice President,
DUPUIS

10:20 PACKAGING THE STARBUCKS EXPERIENCE -
FOR THE COFFEHOUSE AND BEYOND

Steve Barrett, VP Global Creative – branded products &
Jeffrey Fields, VP Global Creative – store experience,
STARBUCKS COFFEE COMPANY

8:00 OPEN Session

If you would like to speak during this session, contact Sarene Yablonsky at syablonsky@iirusa.com.

The way we at Starbucks embrace our values and the present lore of the Siren inspire the human spirit and provide the foundations for the famous “green dot”. We will reveal the ways in which packaging and environmental presentation embodies this essence and manifest themselves in our retail stores and external channels.

8:30 INSPIRING AND DEVELOPING THE BUILDERS OF TOMORROW:
A LEGO CASE STUDY

Rosario Costa, Design Director, Product & Marketing Development &
Nanna Ulrich Gudum, Creative Senior Director, Product & Marketing
Development, **LEGO® GROUP**

This session will discuss how at Lego we are designing a brick culture, sharing a brick passion and developing with consumers and not to consumers to inspire children of all ages, be innovative and have design impact and build Innovation Culture.

- Delivering the experience through packaging and visual merchandising
- Maintaining the equity and credentials of a premium coffee roaster
- Putting the customer at the center of the solution
- Brand guardrails that allow for continuity, flexibility and local relevance

9:10 MARINE DRUMMER SETS THE CREATIVE BEAT FOR BRANDS

Peter Clarke, Founder & CEO, **PRODUCT VENTURES**

Good design, like music, is the harmonization of elements to create beautiful results. My training in the United States Marine Corps Band provided me with this early foundation of discipline, creative performance, demanding expectations and commitment to excellence that set the stage for my successful career in design.

- Assembling an orchestra with the voices of the consumer, the creative talents of the designers and the precision of the engineers
- Why creativity and discipline thought to be at odds, are requirements for success

11:00 GLOBAL BRAND IDENTITY: ART, SCIENCE OR BOTH? &
BRAND MESSAGING ON PACKAGING: CHANGING CONSUMER
PERCEPTIONS

Diane Pomierski, Senior Creative Director & Mark Carlson,
Senior Creative Director, **MCDONALD'S CORPORATION**

Today's consumers want to trust Brands around the world. This can be difficult for Global Brands whose brands may be perceived differently from country to country. McDonald's brings families together by creating a consistent brand experience around the world. In 2008, the packaging message evolved to communicate product quality in their continuing efforts to thwart urban myths and misperceptions about their food quality.

**11:40 SPOKES-CANDIES, PARALLELOGRAMS AND RAINBOWS:
STRETCHING YOUR EQUITIES VS. MAINTAINING FAMILIARITY**

Steven Ginsberg, Director, Strategic Design, **MARS, INC.**

Working with visual equities of well established and iconic brands comes with great responsibility and its own set of challenges. Many stakeholders will influence the decision making process. How this is addressed for each individual brand can make or break successful design implementation.

- When and how to revise branding on packaging
- Building upon existing equities
- Why consumers choose what they do

12:20 Lunch

**1:20 BEYOND PRACTICAL & TACTICAL:
POSTURING DESIGN & PACKAGING AS STRATEGIC
INITIATIVES WITHIN THE ORGANIZATION**

Ken Musgrave, Head of Industrial Design, **DELL** and Columnist, **FAST COMPANY**

Ken has been building and leading Dell's Experience Design competencies, including industrial design, visual identity and usability, at Dell Inc. for the past eight years. Three years ago, Dell recognized that the principles and process that got it to this point would not be the same ones that would carry it into the future. Design has been at the forefront of that cultural shift. Ken has lead the development of a design competency and design culture through that transformation.

2:00 THE SUSTAINABILITY OF PACKAGING: A LIFE CYCLE PERSPECTIVE

Minal Mistry, Project Manager, Sustainable Packaging Coalition, **GREENBLUE**

Environmental attributes are at the forefront of product and packaging design. These issues often manifest in the form of better material selection and design in an effort to "green" a product. Often the only thing a designer or engineer has to go on to fulfill

the "green" agenda is follow suit with current trends and perhaps innovate to stand apart in the product category. This session will explore the incorporation of life cycle based data to inform packaging design and material selection using the Sustainable Packaging Coalition's COMPASS® (Comparative Packaging Assessment) tool.

**2:40 PACKAGING AS THE ULTIMATE CELEBRATION OF A BRAND
INSTEAD OF THE LOWEST COMMON DENOMINATOR**

Stanley Hainsworth, Chairman and Chief Creative Officer, **TETHER, INC.**

Packaging designed by spreadsheets and focus groups often look designed by a committee. Stanley has managed to create compelling stories for brands where packaging is a crucial cog in creating that emotional connection between consumers and product.

- Packaging design should be emotional, not just a visual expression of a white paper
- The school uniform approach to packaging breeds drone consumer behavior
- If packaging is the deciding piece of the brand story, why does it all have to look the same?

3:20 Networking Break

**3:50 BAKED IN: CREATING PRODUCTS AND BUSINESSES THAT MARKET
THEMSELVES KEYNOTE**

John Winsor, Author, **BEYOND THE BRAND, SPARK AND BAKED IN**

The old way of selling was to create safe, ordinary products and combine them with mass marketing. The new way is to create truly innovative products and build the marketing right in. But how does a brand make the transition from old to new? It starts with the realization that the message is not the product, the product is the message. These brands can adapt and thrive in this brave new world. This session will reveal how, through tools at hand - product design, brand history, internal collaboration - and the new tools of digital technology - YouTube and the web in general - companies and brands can succeed in the 21st-century marketplace.

**4:30 PRESENTATION OF THE FIRST ANNUAL PACKAGING AWARDS BROUGHT TO YOU BY THE DIELINE & FUSE:
AWARDS CEREMONY & PRESENTATION**



FUSE is proud to partner with The Dieline, the world's leading package design website to launch the Dieline Awards. The Dieline Awards is an international design competition recognizing best in package design across ten different categories. Thirty winners across 10 different categories will be awarded a Dieline Award, and one Best of Show winner will be chosen. The awards will be judged by a highly esteemed panel of 10 industry experts, and awarded based on quality of design. Join us this evening as the 10 finalists are introduced & one of them is crowned BEST IN SHOW.

5:45 Conclusion

6:00 WELCOME COCKTAIL RECEPTION Start the FUSE Conference off right with inspiring conversation & chilled cocktails. Join your esteemed colleagues at CIULLA ASSOC in Chicago's River North Gallery District, a short stroll from Trump International Hotel & Tower.



7:00 Registration & Morning Coffee

8:00 OFFICIAL WELCOME FROM CONFERENCE CHAIRWOMEN



Debbie Millman,
President,
STERLING BRANDS



Cheryl Swanson,
Principal,
TONIQ

8:30 APPLIED LEADERSHIP, AMAZING RESULTS



Jim Stengel, Retired Global Marketing Officer,
PROCTER & GAMBLE

During his 25 years at P&G, former Global Marketing Officer Jim Stengel worked with and studied many of today's leaders and foremost leadership "thinkers" — leaders like Steven Covey, Jim Loehr, Kevin Roberts and Roger Martin. Jim has integrated the lessons of these great thinkers and practitioners into an "Applied Leadership Framework" that can be applied by any leader with real-world examples to make the framework memorable and drive home key points.

9:15 MOVING DESIGN AT THE INTERSECTION OF EXPERIMENTATION, EXPERIENCE, AND EDUCATION



Rick Valicenti, Co-Founder, Moving Design, Design Director,
THIRST

Having been in design practice for almost 30 years, I am re-focusing my energies toward expanding the culture of design, by both mentoring the next design generation, and contributing to the discourse within our profession. To insure that these professional goals come to life and grow sustainably, I have co-founded a social enterprise creating research initiatives called Moving Design to prove that Design, research, and art can live together.

10:00 A CONVERSATION WITH...

Witness a candid conversation with one of corporate America's leading designers. Sit back and relax as we dim the lights and share the behind the scenes story of one of the most exciting design projects of the year. Stay tuned to www.iirusa.com/fuse for updated details on this conversation.

10:15 Break

10:45 WINNING HER WALLET BY MEETING HER MIND



Christopher Gray, Psy.D, VP Shopper Psychology,
SAATCHI & SAATCHI X

In this session, Dr. Gray will challenge you to think differently about how to attract, engage and motivate your customers and ultimately how to influence them to buy. At the center of Dr. Gray's philosophy is the belief that to win with shoppers, companies and brands must move beyond spreadsheets of consumer data, developing empathic relationships with shoppers to truly understand the motivations and influencers that shape their perceptions, decision-making and purchase behaviors.

- Psychological principles for attracting and engaging shoppers
- The power of emotion to drive shopping behavior
- Strategic models for developing empathic shopper understanding

11:30 DESIGNING FOR WIDE OPEN SPACES




Constance Adams, Space Architect and Chief Architect,
SYNTHESIS INTL

Constance Adams is a specialist in high-performance architecture and design innovation, particularly in the area of architecture for human spaceflight. Currently performing operations integration for the International Space Station, her work as an architectural consultant to NASA and Lockheed Martin has sensitized her to issues of human-machine interface, sustainable systems, the importance of biomimetic design, the need for new ways of addressing risk in the design and building professions.

12:00 MAKE IT COUNT NETWORKING SESSION: PART 1

An Interactive Networking Activity Designed to Help You Meet AS MANY Fellow FUSEsters as possible through rotated discussion groups organized around key areas of interest. Here, our focus is breadth of possible connections.

12:30 Lunch Sponsored by  **ECKART**
Effect Pigments

Track 1 : Brand Strategy	Track 2 : Creative & Design	Track 3 : Thoughtleaders & Storytellers
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1:45
2:15

COMPOSING BRAND DESIGN FOR TODAY'S MARKETING DEMANDS
 Dayton Henderson, Design Director K-C Design, **KIMBERLY-CLARK CORP.**
 To sustain brands today, designers need to think more broadly than ever. Increased marketing complexity drives a need to go beyond traditional parameters and consider a new perspective.

- Create cohesive brand expression across marketing tactics
- Amplify brand impact with customers / retailers
- Drive more compelling shopper & user experiences

DELIVERING WORLD CLASS DESIGN
 Darralyn Rieth, Director Global Design, **CAMPBELL SOUP COMPANY**
 A look at redefining and reinventing structure, space, and people to deliver world class design.

- Redefining your team
- Reinventing creative space
- Driving engagement
- Delivering success

JAMIE OLIVER - BRANDING CELEBRITY WITH INTEGRITY
 Jonathan Ford, Creative Partner, **PEARLFISHER**
 Jamie Oliver, world famous celebrity icon and chef, has created Jme, a lifestyle brand that moves him from the kitchen to the home. The result challenges every convention of celebrity lifestyle branding. This session will show how the brand challenges the conventions of both celebrity and lifestyle branding.

2:20
2:50

TRANSFORMER'S YOUR BRAND INTO A GLOBAL BLOCK BUSTER SUCCESS. IT'S MORE THAN MEETS THE EYE!
 Joe Dzialo, Senior Art Director, **HASBRO**
 Hasbro presents global design strategy behind the Transformers franchise.
 Presentation to cover:
 History of brand from US launch back in the 80's
 Hasbro's strategy to extend Transformers brand & why execution of strategy including film, product, toy, game, retail, promotion licensing examples.
 The session will conclude with 5 key take-away points marketers can use to extend their brands globally.

USING DESIGN TO DRIVE INNOVATION
 Chip Reeves, Director, Discovery & Design, **DOW CORNING CORPORATION**
 Dow Corning is infusing design into our approach and offerings to reinvent the experience of working with a materials company on next generation product design. The stories behind the materials are proving to be as powerful as the materials. Explore how to create new possibilities with materials, inspiring new designs and innovations.

HORSESHOES AND WHY I DID NOT INHERIT A LARGE FAMILY FORTUNE...
 Ronald de Vlam, President and Founding Partner, **WEBB SCARLETT DEVLAM**
 This is a story of my grandfather who owned a large respectable Dutch brewery. It is a thesis on why his brand 'The Three Horseshoes' did not grow from a local, regional brand to a global powerhouse brand, like Heineken or Amstel. The brand seemed perfectly positioned to capitalize on success but somehow lost it's way as innovations in branding, packaging, and retail overtook my grandfather's vision.

2:55
3:25

CREATING BRANDED EXPERIENCES WHY IS HERSHEY, THE SWEETEST PLACE ONEARTH SO SWEET?
 Lisa Hultquist, Managing Director, Marketing & Brand Integration, **HERSHEY ENTERTAINMENT & RESORTS**
 Learn how Hershey Entertainment & Resorts creates unique and distinctive hospitality and entertainment experiences that are consistent to the brand attributes and how they pay tribute to a long and a rich legacy. See how they consider their target audience and their rich legacy in creating relevant and timely experiences.

THE IMPACT OF VISUAL STIMULI ON CONSUMER BEHAVIOR
 Karen Morris, Chief Innovation Officer, **CHARTIS INSURANCE**
 As we learn more about how the brain functions through advances in neuroscience, it is clear that we may historically have underestimated how profoundly our sub-conscious registers and is prompted in decision-making by design and symbolism. This session will explore design and its interplay with innovation through a number of different lenses including aesthetics, functionality, symbolism, emotion, memory and biology.

A LOOK AT HOW THE RECESSION IMPACTED BRANDING & PACKAGING AROUND THE WORLD
 Marcus Hewitt, Chief Creative Officer, **DRAGON ROUGE**
 The global recession has changed consumer attitudes and behaviors. We'll draw the learning of one year of recession to identify what changes are here to stay and how they should impact the way marketers position their brands, innovate and think about packaging design.

3:25
4:00

Networking Break

Track 1 : Brand Strategy

Track 2 : Creative & Design

Track 3 : Thoughtleaders & Storytellers

4:00
4:30

BRAND FACELIFTS: EVOLVING A BRAND WHILE STAYING TRUE TO ITS DNA

TJ McCormick, General Manager Brand Design, **JETBLUE AIRWAYS**

JetBlue was created with the mission of bringing humanity back to air travel by delivering great customer service and positive customer experiences. With a product and design aesthetic that is very democratic — everyone gets the same “first-class” treatment onboard, including free tv at every seat, free brand-name snacks and lots of legroom — JetBlue offers a design experience that everyone can take something from. As the company enters its second decade in an increasingly competitive, volatile and fast-moving industry, continuing to evolve the brand while staying true to its DNA will be the foundation for its success.

TRENDS, CHAOS AND CREATION THEORY: DESIGNING THROUGH THE EMERGE-GENCY

Merrill Greene, Creative Director Nordstrom NPG Accessories, At Home & Women’s Specialized, **NORDSTROM**

Sometimes crisis can be a very good thing for design and innovation: The End is the Beginning. What drives desire when all seems dire? New trends in color, shape and materials will be explored to gain insight and perspective into future trends:

- Fun! Color Therapy
- Neo Rococco! The Comfort of the Curve
- Sensation! New Matters in Materials

WHY THE MIDDLE OF THE ROAD IS WHERE YOU GET SQUISHED

Erin Paul, Director of Strategy, **SOULSIGHT**
George Argyros, Director of Account Service, **SOULSIGHT**

Moira Cullen, Senior Director, Global Design, **THE HERSHEY COMPANY**

Do you matter? This provocative and challenging session is intended for design managers, design agencies, and in-house leaders and will share insights on how to be more than a note taker for your client and brand team. Tools and tips will be shared from agency and client perspectives.

- The importance of providing an expert point-of-view
- The key to speaking their language

4:35
5:05

TAMING THE TRICKLE DOWN: HOW NORTH AMERICA’S LARGEST COALITION LOYALTY PROGRAM MANAGED MAJOR BRAND OVERHAUL WITH MULTIPLE COMPANIES INVOLVED

Lorne Solway, Senior Director, Marketing, Brand & Promotions, **AIR MILES REWARDS PROGRAM**

Hear about the challenges of rebranding not only internally, but externally to sponsors such as major grocers, fuel operators, retail outlets and pharmacies that utilize the brand identity in their own materials everyday.

‘A NEW PAGE’ THE FUN, ACTION AND DANGER OF DESIGN

William H. Lunderman, Vice President, Global Strategic Brand Design, **COLGATE-PALMOLIVE COMPANY**

Reset and rebuild our design perspective with core signals and insights

- Celebrate old values
- The future is already here
- Convert bad news into positive news

DEGREE - REBUILDING A GROWING BRAND & LEVERAGING DESIGN AS A CATALYST FOR CULTURAL CHANGE

Gary “Seve” Esposito, **ZUNDA GROUP, LLC**
Karen Lassiter Bryan, Senior Design Manager, **UNILEVER NA**

Degree has recently completed a brand re-stage and package design makeover that changed more than the “image” of the brand. This session shares their journey in the strategic and creative collaboration process, and how they have laid the foundation for the future success of the brand, through compelling design that resonates with consumers on a global basis.

5:10

STRATEGIC CREATIVE DIRECTION FOR BRANDING EXCELLENCE

riCardo Crespo, WW Group Creative Director, **MATTEL, INC.**

Join this engaging session as Ricardo uses the simplicity of a single napkin to take you through a proven process to build and define creative brand strategies; and how ultimately, those strategies are the bridge in executing a brands’ goals to its user-experience. Learn to find the lowest common denominator of a brand in order to distill its core essence and drive brand continuity.

COMING SOON!

This session will be delivered by Smart Design World Wide.

Please visit www.iirusa.com/fuse for more details.

ALL THINGS BING

Paola Norambuena, Senior Director, Head of Verbal Identity, **INTERBRAND**
Michael Kroll, CMG, Group Brand Manager, **MICROSOFT**

To go up against the likes of Google requires more than just the average brand. Learn the inside story of the creation of the Bing brand and the journey that’s under-way at Microsoft. Learn how the new “sound of found” Bing brand was created, launched, received and what’s to come next!

6:00 Cocktail reception hosted by **Webb Scarlett deVlam** at the House of Blues. More details at www.iirusa.com/fuse

7:15 Morning Coffee

8:00 THE WORLD NEEDS INTERESTING



Fred Kleisner, President & CEO, MORGANS HOTEL GROUP

As the originator of the boutique hotel concept, Morgans has since been imitated. The challenge of growing demand for the luxury boutique segment at this moment in history can be seen as daunting but while luxury may have become a luxury, creativity remains a necessity.

- Morgans legacy of daring, innovative design is legendary but design is no longer enough.
- Morgans delivers what is unpredictable, exciting and fashionable and provides services/amenities that cater to the guest's curious lifestyle and needs.
- We can't be first again but we can still be leaders by maximizing every moment of our guest's travel by creating experiences for them, not just "stays."

8:45 A CONVERSATION WITH...

Witness a candid conversation with one of corporate America's leading designers. Sit back and relax as we dim the lights and share the behind the scenes story of one of the most exciting design projects of the year. Stay tuned to www.iirusa.com/fuse for updated details on this conversation.

**9:00 THROUGH THE KEYHOLE:
THE INEXORABLE LINK BETWEEN DESIGN & MARKETING**

Moderated by **Steven DuPuis, DUPUIS**

Bobby Calder, Kellstadt Distinguished Professor of Marketing and Psychology at the Kellogg School of Management, NORTHWESTERN UNIVERSITY

Moira Cullen, Senior Director of Global Design, THE HERSHEY COMPANY

Jon Denham, Vice President, Product Design & Innovation, KRAFT FOODS

Mark Sullivan, Director of Packaging Design, GENERAL MILLS

There is a growing need for better dialog between the design and marketing communities; not just language of toleration and placation. True collaboration requires us to first encircle the 'elephants in the room' in order to unite our disciplines and actualize more fruitful results. This discussion will unite players from both sides of the table to discuss:

- The role of strategic design partners, the role of research methodologies, their relevance/efficacy and why research can be such a point of conflict within a team.
- How we can help each other break the parity barrier and the role of today's power retailers in the direction of our work and the impact they have on brands.

10:00 Break

10:30 THE INSIDE SCOOP AT KRAFT

Debbie Millman, Co-chairwoman of FUSE in a one on one interview with Jon Denham, Vice President, Product Design & Innovation, KRAFT FOODS

10:50 GLIMMER: AN OUTSIDER'S JOURNEY INSIDE THE DESIGN MIND



Warren Berger, Author of GLIMMER: HOW DESIGN CAN TRANSFORM YOUR LIFE AND MAYBE EVEN THE WORLD

In this presentation, Warren Berger, longtime writer for Wired magazine and Communication Arts, explains what he learned on a two year journey into the minds of some of the world's most creative designers. He'll share insights on how top designers tend to...

- Approach difficult challenges with an optimistic mindset and uncommon willingness to question everything.
- Relying on lateral thinking and "smart recombinations"
- Rally support around fresh new possibilities by "making hope visible."
- Become even more creative when faced with constraints and limitations

11:30 DESIGN STRATEGY AND INNOVATION – THE P&G STORY



Phil Duncan, Global Design Officer, THE PROCTER & GAMBLE COMPANY

Procter & Gamble's stated goal is to improve more lives, more completely with purpose-driven brands. In this context, the role of design at P&G is increasingly important. Phil Duncan, P&G's Global Design Officer, will speak on how design is helping P&G to face current challenges and position itself to meet future needs through great design. And at P&G, great design isn't just about products – it helps set strategy, fosters innovation, increases collaboration, simplifies the way we work, and inspires the creativity that breathes life into the brands that touch and improve the lives of billions of people around the world everyday.

12:15 MAKE IT COUNT NETWORKING SESSION: PART 2

Part 2 of the Make It Count Networking Series focuses on depth and targeted conversations. Selecting from the variety of people you met during Part 1, identify 2-5 people to reconnect with during this portion of the event. Have a more focused conversation around a topic of mutual interest.

12:45 Lunch

Track 1 : Brand Strategy

Track 2 : Creative & Design

1:45
2:15

**TRANSLATING BRAND IDENTITY TO THE VIRTUAL SPACE:
DIGITAL DISNEYLAND**

Terry Dobson, Creative Lead, Advanced Projects,
WALT DISNEY PARKS & RESORTS ONLINE

Discover what's happening at the confluence of Disney Theme Park attractions when they're taken online. Digital Disneyland is a journey through the new media, cross-platform experiences that have resulted from the virtual and real world geographies coming together.

**MEMORY LOSS AND HAMBURGER:
GETTING THE BEST FROM IN-HOUSE CREATIVE TEAMS**

Stephen Gates, Creative Director, **STARWOOD HOTELS & RESORTS**

Learn how to lead and position your design team so clients value ideas over deliverables as your creative team can see failure as an essential part of the creative process, 'ah-ha' moments are the exception not the rule and fighting can lead to great ideas and designs.

2:20
2:50

MANAGING GLOBAL FRANCHISES OF BEAUTY BRANDS

Camille Popplewell, Beauty Design Strategist & Jennifer Clark,
Director of Communication and Operations InCreative Marketing,
KAO CORPORATION

How do beauty design brands stay beautiful within a global corporate culture? Provocative processes that enable an internal creative team to deliver relevant global design. This session will share how our global brands remain relevant.

- How innovation drives passion to think outside the box
- Managing large global brand franchises with passion

**INNOVATING INHOUSE: SPARKING GREATNESS WITHIN
TARGET'S IN-HOUSE CREATIVE TEAMS**

Phyllis Aragaki, Director, Target Creative Studio, **TARGET CORPORATION**

Target reorganized its in-house creative team with the goal of strengthening the work, improving the collaboration and enhancing the in-house experience for its creatives. Hear how they solved the challenges identified for the new organization.

- Create a rich creative environment
- Keep your team coming back for more
- Remove barriers to creating great work

2:50

Break

3:00
3:30

**FROM CONCEPT TO COMMERCE:
BRINGING INNOVATIVE BRANDS TO THE MARKETPLACE**

Christine Plantan, Founder and Creative Director, **RUSSELL+HAZEL**

Brand strength is not something that can be bought or given a monetary value. It arises from a passionate desire to stay ahead and stay true. In just six years, russel l + hazel has permanently altered the accessory, school and office supply category, creating objects of desire where there were none. This presentation will focus on strategies for innovators & brands to bring their ideas to the market place.

**USING DESIGN THINKING TO DRIVE INNOVATION:
REAL WORLD EXAMPLES**

Mike Kitz, VP-OfficeMax Brands and Product Development, **OFFICEMAX**

There's a good deal of buzz these days about using design thinking to grow brands and to drive innovation. But how does it work in the real world? Is there one way to do design thinking? And how do I apply design thinking where I work?

3:30
4:00

PERSONAL BRANDING REVITALIZING THE BRAND YOU

Alina Wheeler, Author, **DESIGNING BRAND IDENTITY**

Who are you? Who needs to know? How will they find out? Why should they care? Social media and digital devices have accelerated the blur between business and life, work and leisure, and public and private. It's time to combine being intuitive with being intentional. It's never too late to be what you could have been.

**CONNECTING DESIGN TO THE BOTTOM LINE:
KEEPING DESIGN RELEVANT IN THE NEW WORLD**

Paul Magee, IDSA, Director, Strategic Design & Brand Integrity, **DIEBOLD**

The foundation of what truly defines Design is all we need to make our profession more relevant and valuable than ever. Most companies are not well-situated to respond to rapidly-changing consumer needs. This session will explore the ways design can demonstrate its value and reposition itself as a bottom line driver as companies adapt to a new consumer era.

4:00
4:30

1000 JOURNALS: ENGAGE THROUGH INSPIRATION
Brian Singer, Creator, THE 1000 JOURNALS PROJECT

The 1000 Journals Project is a global art experiment in which a thousand blank journals traveled the world in an ongoing collaborative art form. The journals have traveled to over 40 countries, and have been covered in the New York Times, San Francisco Chronicle, Communication Arts, Print, and How. The project has culminated in a book, a feature length documentary, and has been exhibited at the San Francisco Museum of Modern Art. This inspiring session will share the story of The 1000 Journals Project.

Attendees love FUSE for different reasons. Here, in their own words, are some of the reasons why:

The FUSE event is the highlight of the year! A wonderful opportunity to share a vision, meet with creative minds, build on ideas and listen to new perspectives. FUSE is inspiring on every level.”

Carol Denison, Creative Director, P&G Beauty & Grooming

I love to hear unique case studies about what has worked and what hasn't in the brand design space – especially coming out of this recession, people are focusing on recharging, rebuilding and REBOOTING....

Every year I look forward to being exposed to perspectives outside those I hear day to day

When we stay in 4 walls we stay too narrowly focused – FUSE expands that for our team....

The IIR Difference: Us Vs. Them

US:

We take responsibility in ensuring you reach your required Return on Investment through our proprietary Return on Attendance Tool

THEM:

It's up to you

US:

We provide synthesized executive summaries pinpointing key takeaways from the event to make summarizing what you've learned turnkey.

THEM:

Actionability is your responsibility

US:

Engage in productive business networking where conversation centers on new ideas, fresh thinking and relevant connections

THEM:

Awkward conversation over nuts and a cocktail

US:

Join the conversation

THEM:

Sit back and be spoken to

US:

Participate in a unique gathering of executives that are highly selective about how they spend their time out of the office.

THEM:

The same old conversations with the same old folks on the circuit – most trying to sell you something.

US:

Expertly screened presentations forbidding commercialism from the platform

THEM:

Agendas consisting primarily of vendors using presentations as marketing platforms

FUSE OUT & ABOUT IN CHICAGO

The Windy City Welcomes FUSE.

Connect over conversations and cocktails in Chicago.

Wednesday, April 14, 2010, 6:00 pm

CIULLA ASSOC **CIULLA** SMART BRAND DESIGN **Welcome Cocktail Reception**

Start the FUSE Conference off right with inspiring conversation & chilled cocktails.

Join your esteemed colleagues at CIULLA ASSOC in Chicago's River North Gallery District, a short stroll from Trump International Hotel & Tower. CIULLA ASSOC, 325 W. Huron Street, Chicago, IL 60654

Thursday, April 15, 2010, 6:00 pm

An evening of cocktails and camaraderie sponsored by Webb Scarlett deVlam . Webb Scarlett deVlam

Unwind and re-engage with your colleagues at a reception to be held by Webb Scarlett deVlam at the House of Blues starting at 6PM located at 329 N. Dearborn Street (just one block west of the Trump Tower). Enjoy cocktails, appetizers and live blues music! All attendees will also receive free admission to the Blues show later that evening



Utilize IIR's Proprietary Return on Attendance Tool: Get the ROI you need – guaranteed!

IIR recognizes that every minute spent out of the office is precious and we want to ensure that you are doing everything you can to achieve your desired Return on Attendance. IIR has developed a proprietary tool to help you track – in real time – your progress toward your goals onsite.



Today's consumer environment is chaotic, cluttered and overwhelming. To stand out, your package must work harder than EVER.

Consumer insights has become the key to unlock how your package must function, communicate and captivate your consumers. From pre-testing, to design research to measuring effectiveness, research has a hand in it all. PROOF 2010 is designed to deliver everything you need to better leverage market research and consumer insights to create the perfect package.

PROOF: Market Research For Package Design Co-located with FUSE for 2010

For more information visit, www.iirusa.com/proof

The Dieline Awards.



Announcing the Dieline Awards – A Partnership Between The Dieline & FUSE

The Dieline, The World's Leading Package Design Website in partnership with FUSE, Launches The Dieline Awards, recognizing best in package design:

What are The Dieline Awards?

- The first ever Dieline Awards, an international design competition recognizing best in package design, will be awarded in partnership with the FUSE Conference 2010!
- The official awards presentation and ceremony will take place at FUSE 2010 in Chicago on Wednesday, April 14th, 2010.
- 30 winners across 10 different categories will be awarded a Dieline Award, and one Best of Show winner will be chosen.

For more information about the Dieline Awards and to submit your entry visit www.iirusa.com/fuse

Thank You to Our FUSE Partners

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For more information on sponsorship and exhibit opportunities, contact Sarene Yablonsky at syablonsky@iirusa.com or at 646-895-7474.

The FUSE community unites brand strategists, designers, creative directors and trend forecasters assembling to explore the meaning of brands in a new world and the role of design and trends in keeping those brands relevant for consumers. Historically, attendees at FUSE have represented the following departments: Art/Design, Creative Services, Packaging, Trends/Insights, Brand Management, Marketing, Strategy, Major industries represented include: Consumer Packaged Goods, Retail, Technology/Electronics, Health Care, Entertainment, Hospitality, Financial and more.

Registration Information



THREE WAYS TO REGISTER

PHONE: (888) 670-8200 or internationally at (941) 951-7885

EMAIL: register@iirusa.com

INTERNET: www.iirusa.com/fuse

Investment	Description	Register by December 4, 2009	Register by January 29, 2010	Register by February 26, 2010	Standard & Onsite April 14, 2010
3 Days: April 14-16, 2010	Conference + Symposia	\$3,395	\$3,495	\$3,695	\$3,895
3 Days: April 14-16, 2010	Conference + All Day Workshop	\$3,395	\$3,495	\$3,695	\$3,895
2 Day Pass: April 15-16, 2010	Conference Only	\$2,395	\$2,495	\$2,695	\$2,895

NOTE If you are attending Day 1, please note if you would like to attend the Packaging Symposium or the Full Day Workshop at the Art Institute.

SEND A GROUP AND SAVE:

- Send 3-6 and save 15% off the standard and onsite pricing
 - Send 7 or more and save 20% off the standard and onsite pricing
- Contact Terrence Johnson for more information at 646.895.7429

DO YOU QUALIFY FOR A DISCOUNT?

20% off the standard rate if someone from your company is a speaker. 25% off the standard rate if your company is a sponsor or exhibitor. 30% off the standard rate if you are a Government, Non-profit or Academic Professional.

CANCELLATION POLICY

If you need to make any changes or have any questions, please feel free to contact us via email at register@iirusa.com. Cancellations must be in writing and must be received by IIR prior to 10 business days before the start of the event. Upon receipt of a timely cancellation notice, IIR will issue a credit voucher for the full amount of your payment, which may be applied towards registration fees at any future IIR event held within 6 months after issuance (the "Expiration Date"). All credit vouchers shall automatically expire on the Expiration Date and shall thereupon become void. In lieu of issuance of a credit voucher, at your request, IIR will issue a refund less a \$795 processing fee per registration. Registrants are advised that no credit vouchers or refunds will be issued for cancellations received less than ten business days prior to start of the event, including cancellations due to weather

or other causes beyond the Registrant's control. IIR therefore recommends that registrants allow for unexpected delays in making travel plans. Substitutions are welcome at any time.

If for any reason IIR decides to cancel this conference, IIR accepts no responsibility for covering airfare, hotel or other costs incurred by registrants, including delegates, sponsors, speakers and guests.

Due to unforeseen circumstances, the program may change & IIR reserves the right to alter the venue and / or speakers.

PAYMENTS

Payments may be made by check, Visa, MasterCard, Discover, Diners Club or American Express. Please make all checks payable to the "Institute for International Research, Inc." and write the name of the delegate(s) on the face of the check, as well as our reference code: m2207. If payment has not been received prior to registration the morning of the conference a credit card hold will be required.



Any disabled individual desiring an auxiliary aid for this conference should notify IIR at least 3 weeks prior to the conference in writing, by faxing 212.661.6045.

INCORRECT MAILING INFORMATION:

If you are receiving multiple mailings, have updated information or would like to be removed from our database, please contact our database department at 212.661.3876 or fax 419.781.6036. Please keep in mind that amendments can take up to six weeks.

M2207

Date & Venue.

April 14-16, 2010
 Trump International Hotel & Tower
 401 N. Wabash Avenue
 Chicago, IL 60611
 (312) 588-8000

Making your hotel arrangements

FUSE has negotiated a drastically reduced attendee rate of \$195 + tax per night, based upon availability. To make your reservations at this rate, please contact the Trump International Hotel & Tower directly at (877) 458 - 7867. Please ask for the IIR FUSE special rate.





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Isn't it time to Reclaim the Future?

Thanks to all those who support the FUUSE mission & experience.