

# VCU Brandcenter Alumni Summit

October 19-21, 2016

## Celebrating 20 years of developing the world's best creative problem solvers.

We are excited to invite you to our inaugural VCU Brandcenter Alumni Summit.

To celebrate the school's 20th Anniversary, we've developed a special program specifically for our alumni. It's an opportunity to network and catch up with each other (like a reunion) but also an opportunity for professional development, and thought leadership (learning from each other.) We have so many successful alums. There's a lot we can learn from each other. Our alumni network is a very special (and powerful!) thing.

As you likely know, many agencies and companies have funding allocated for employee professional development, and we're hoping that many of you can take advantage of it to attend this event.

## DATE / LOCATION

This event will be held October 19-21, 2016, in Richmond, VA at VCU Brandcenter.

103 S. Jefferson Street  
Richmond, VA 23284

## SCHEDULE

*This event will be held at the VCU Brandcenter in Richmond, VA.*

Wednesday, Oct. 19th  
6PM – 9PM

Welcome Dinner + Speakers

From Doing to Leading

- Charles Hodges, Former Group Creative Director, TBWA/Media Arts Lab (CW, 2009)

Thursday, Oct. 20th  
9:00AM Breakfast

9:15AM Innovation and Creative Problem Solving

- Jordan Childs, Shine Craft Vessels (CBM, 2009) - MODERATOR
- Geoff Castillo, Klink (AD, 2015)
- Lauren Weinblatt Gryniewski, Old Tom Foolery/Modern Lore/Greater Goods (AD, 2005)
- Rachel Mercer, Hackaball (XD, 2012)

10:30AM Finding Your Inner Entrepreneur

Stacy Thomas Elsbury, Founder, Good Run Research (ST, 2001)

11:30AM Break/Lunch

12:15PM Perspectives from the Client Side

- Kendall Beveridge, Product Marketing Communications, Facebook Messenger (CBM, 2010) - MODERATOR
- Diana Brost, Show Writer, Walt Disney Imagineering (CW, 2008)
- Lonnie Elliott, Copywriter, Facebook (CW, 2012)
- Raj Kuppasamy, Creative Technologist, Google Creative Lab (XD, 2012)

1:30PM Move Fast and Break Your Agency

Andy Grayson, Chief Communications Officer, Iggbo, Inc. (ST, 2003)

2:30PM Break

3:00PM Managing Your Career

Diane Magid, Creative Talent Manager, FBI Recruitment (AD, 2000)

4:00PM The Good, The Bad, and The Ugly of Becoming a Freelancer

Rachel Scott Everett and Brian Gibson, EVERGIB, (both AD, 2001)

5:00PM Happy Hour

Friday, Oct. 21st  
9:00AM Breakfast

9:30AM Engaging Alums/ Brandcenter Strategic Plan

Andrew LeVasseur, Head of the Experience Design track and member of Strategic Planning Committee

10:30AM Current students present projects

(Alums can see examples of creative problem solving in current curriculum/student work)

12:00PM Lunch/Adjourn

*\*Please note there may be changes to the agenda.*

## COST/ REGISTRATION INFO

The registration fee is \$250.

The registration fee includes the following:

- Event supplies
- Dinner (10.19)
- Breakfast + Lunch (10.20)
- Breakfast + Lunch (10.21)

Registration must be cancelled 30 days prior to the event in order to receive reimbursement.

[Register here.](#)

Space is limited.

## HOTELS

Please make sure to ask for the VCU rate, which is based on availability. You may be required to provide confirmation of your Alumni Summit registration.

**Quirk Hotel** *(New and super cute!)*

201 W Broad Street  
Richmond, VA 23220  
844-757-8475  
4 blocks from the VCU Brandcenter

**Courtyard Marriott Richmond Downtown**

1320 East Cary Street  
Richmond, VA 23219  
804-754-0007  
15 blocks from the VCU Brandcenter

**The Crowne Plaza Richmond Downtown**

555 East Canal Street  
Richmond, VA 23219  
877-227-6963  
8 blocks from the VCU Brandcenter

**Richmond Marriott**

500 E. Broad Street  
Richmond, VA 23219  
877-227-6963  
11 blocks from the VCU Brandcenter

**The Jefferson Hotel**

101 West Franklin Street  
Richmond, VA 23220  
1-888-918-1895  
1 block from the VCU Brandcenter

*\*Just FYI – The Jefferson Hotel is undergoing renovations.*

## QUESTIONS/ CONTACT

Don't hesitate to call or email if you have questions about this event.

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