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.

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 Kuppusamy, 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.

QUESTIONS / CONTACT

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

Ashley Sommardahl
Director of Student Affairs and Industry Outreach
asommardahl@vcu.edu
804.827.8874

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
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.

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. This event is specifically for our alumni. It is a great opportunity for event attendees to network with each other which also provides a peer opportunity to learn from each other. Brokers are welcome to bring a guest who is interested in learning more about the space. There's also an open bar available from each school where our alumni are very open to personal discussions.

This is a full house event and reservations have been limited for our professional network. To ensure you have a place in the room, please make sure to register. The event is free.}

DATE / LOCATION

Thursday, Oct. 19th – Friday, Oct. 21st

The Summit will be held 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

Thursday, Oct. 20th

9:00AM – 5:00PM
Innovation and Creative Problem Solving

9:00AM – 5:00PM
Finding Your Inner Entrepreneur

9:00AM – 5:00PM
Perspectives from the Client Side

9:00AM – 5:00PM
Move Fast and Break Your Agency

9:00AM – 5:00PM
Managing Your Career

9:00AM – 5:00PM
The Good, The Bad, and The Ugly of Becoming a Freelancer

Friday, Oct. 21st

9:00AM – 2:30PM
Engaging Alums/Brandcenter Strategic Plan

9:00AM – 2:30PM
Current students present projects (Alums can see examples of creative problem solving in current curriculum/student work)

3:00PM – 5:00PM
Lunch/Adjourn

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