

CMG
Chicago
2007

Color speaks

CMG SPRING INTERNATIONAL CONFERENCE

March 29–April 2, 2007

Hyatt Regency Chicago

Chicago, Illinois, USA

CONFERENCE HIGHLIGHTS



Opening General Session Speaker

Saturday, March 31, 8:00AM-10:00AM

Valerie Steele

She's Like a Rainbow: Colors in Fashion

Known as the "High Heeled Historian", Valerie Steele will explore the history, symbolism, science and psychology of color in fashion. Why is red the color of passion? Why has the symbolism of black changed from mourning to elegance—and now to luxury? What is the significance of pink in art and culture?

These and many other questions will be addressed by Valerie Steele, director and chief curator at The Museum at FIT and the author of more than a dozen books, including *The Red Dress* (Rizzoli) and *The Black Dress* (forthcoming, HarperCollins).

Closing General Session Speaker

Monday, April 2, 9:00AM-11:45AM

Diane Deacon

Diane Deacon is President and Co-Founder of the Creative Thinking Association, which was founded to promote creativity and innovation. She is also President of Intellectual Equities, Inc., a product, seminar, and consulting corporation that provides creative business products and services to companies worldwide.

Deacon has worked for more than 10 years with Mike Vance, who is the former Dean of Disney University and was in charge of idea and people development for Walt Disney Productions, Disneyland and Walt Disney World. She is co-author, along with Vance, of three books: *Think Out of the Box*; *Break Out of the Box: Techniques for Achieving Breakthroughs*; and *Raise the Bar: Creative Strategies to Take Your Business and Personal Life to the Next Level*.



Member Training Workshop

Friday, March 30, 9:00AM-3:00PM

Members attending a CMG International Conference for the first time are required to attend this mandatory workshop. This full-day session enables first-time attendees to get the most from their CMG Membership. Training sessions in small groups will provide a better understanding of CMG's color forecasting, color tracking, and marketing methods, with insight into how the CMG Color Cards and Report Backs are created. Learn how to best use CMG products and materials and prepare for full participation in the Conference Workshops.

NOTE: This Workshop is required for first-time Conference attendees and must be registered for separately, using the Conference Registration Form.

How to Reserve Your Room

CMG has secured a block of rooms at the Hyatt Regency Chicago, at a specially negotiated rate. Please make your reservations quickly as room will sell out. You may phone the hotel directly at 888.421.1442 (within the continental U.S.) or 402.592.6464. To book your room online, visit www.colormarketing.org and click on the Hotel info link under the 2007 International Conferences area. Be sure to inform the hotel that you are attending the Color Marketing Group Conference to ensure that you receive the special rate.

Reserve your room now at the Hyatt Regency Chicago:

151 East Wacker Drive, Chicago, Illinois 60601 USA

Telephone: 888.421.1442 (within the continental U.S.) or 402.592.6464

Single/Double Occupancy: \$189 U.S., plus applicable state and local taxes. There is a \$25 charge per night for each additional person in a room.

RESERVATIONS MUST BE MADE BY MARCH 6, 2007, TO RECEIVE THE RATE QUOTED ABOVE.

A deposit equal to one night's stay is required to hold your reservation. This deposit is refundable if cancellation notice is received at least 72 hours prior to arrival and a cancellation number is obtained. All deposits shall be charged at the time the reservation is made. The hotel rates itemized above are valid from March 27-April 4, 2007.



OPTIONAL EVENTS

Pre- and Post-Conference Tour

Thursday, March 29, 12:30PM-4:30PM and Monday, April 2, 12:30PM-4:30PM

Art Institute Tour and Lunch

Begin your afternoon with lunch at Petterino's, Chicago's premiere theatre dining destination and lunch club, a restaurant that pays homage to past, present and future Chicago legends.

After lunch, you'll head to The Art Institute of Chicago. One of the great museums of the world, The Art Institute of Chicago presents a collection spanning 5,000 years of artistic expression. Paintings, prints and drawings, sculptures, photographs, video, textiles, and architectural drawings and fragments are complemented by a year-round schedule of exhibitions. Upon arrival, you will be given a guided tour of the highlights of The Art Institute. Following the guided tour, enjoy time on your own to explore the rest of the facility. For more information on The Art Institute of Chicago, visit www.artic.edu

End the day with a narrated city tour of Chicago highlights, including outdoor art and architecture, lakefront museums, and Millennium Park.

Fee: \$79. NOTE: This is an optional, ticketed event and must be registered for separately, using the Conference Registration Form.



Pre-Conference Dinner

Thursday, March 29, 6:30PM-10:30PM

An Evening at Wrigley Field

Spend a delightful evening at Wrigley Field's Stadium Club, where you'll be greeted by hawkers upon arrival and enjoy a tour of the stadium. Network with your colleagues at a hosted reception, followed by a gourmet buffet dinner. Transportation to and from the dinner is included.

Built in 1914, Wrigley Field—home to the Chicago Cubs—is the second oldest ballpark in Major League Baseball, behind Fenway Park (1912). Wrigley is the only remaining Federal League park. Many classic moments in baseball history have taken place at Wrigley, nothing more memorable than Babe Ruth's supposed "called shot" home run off Charlie Root in the 1932 World Series. It was also at Wrigley that Ernie Banks hit his 500th homer in 1970 and Pete Rose got his 4191st hit in 1985 to equal Ty Cobb's mark. Wrigley Field has remained basically free of advertising, with advertisements only on nearby buildings and a few in the ballpark. The area outside Wrigley Field, known as Wrigleyville, is filled with fans on game day. Ballhawks, as they are called, wait on Waveland Avenue to catch homeruns during the game.

Fee: \$107. NOTE: This is an optional, ticketed event and must be registered for separately, using the Conference Registration Form.

Education Friday

Friday, March 30, 8:30AM-2:30PM

The Architecture of Marketing: Color, Design, and Branding

This exciting program will explore the building blocks of effective marketing, through presentations by several innovative designers. Following a continental breakfast, travel to the new Dal Tile Gallery, located in the heart of Chicago's Design District, for a presentation by Tom Polucci, Vice President and Director of Interior Design for HOK (Hellmuth, Obata + Kassabaum, Inc.), a global provider of design and project delivery services. Recently, Lees Carpets worked with HOK Chicago to bring chic clothing design to contract carpeting with its new Menswear Collection, a rich fashion statement of contemporary colors and polished patterns. Polucci will share stories on the conception of this collection and how his design team sought to fuse fashion with function to create a dynamic and versatile modular collection.



In 2005, McDonald's celebrated its 50th Anniversary by unveiling a spectacular 24,000 square foot restaurant in downtown Chicago. The man behind this creative design is Dan Wohlfeil, Director of Worldwide Design and Development for McDonald's Corporation. Wohlfeil will discuss his work in re-inventing the McDonald's experience and his approach to retailing best practices, sensory branding, and moving from fast casual to smart casual.

After lunch, enjoy a presentation by Carly Cannell from cleverSPIN, www.cleverspin.com, a collective of creative experts. Using their "Think. Design. Execute." approach, cleverSPIN will share some lessons in successfully shaping intelligent organizations through space, technology, and graphic design—remaining hands-on in the work they love to do.

While in Chicago, a city known for its incredible architecture, don't miss out on this opportunity that will be sure to inspire your creative side!

Fee: \$135. NOTE: This is an optional ticketed event and must be registered for separately, using the Conference Registration Form. Education Friday includes a light, continental breakfast and luncheon.

CONFERENCE AT A GLANCE

Thursday, March 29	Friday, March 30	Saturday, March 31	Sunday, April 1	Monday, April 2
Art Institute Tour & Lunch* (optional fee) 12:30pm – 4:30pm	Registration Hours 7:00am – 6:00pm	Registration Hours 7:00am – 5:00pm	Registration Hours 7:00am – 4:00pm	Registration Hours 8:00am – 12:00pm
Registration Hours 5:00pm – 7:30pm	Education Friday Program (optional fee) 8:30am – 2:30pm	Opening General Session 8:00am – 10:00am	Trend Catalyst Workshops 8:00am – 12:15pm	General Session 9:00am – 11:45am
Opening Reception 5:30pm – 6:30pm	Member Training Workshop (mandatory for all first time attendees) 9:00am – 3:00pm	Color Workshops 10:15am – 4:30pm	Luncheon and International Update 12:30pm – 1:45pm	Art Institute Tour & Lunch* (optional fee) 12:30pm – 4:30pm
Pre-Conference Dinner (optional fee) 6:30pm – 10:30pm	Facilitator Training Session (mandatory for all Workshop Facilitators and Co-Facilitators) 3:00pm – 4:00pm	Reception 7:00pm – 8:00pm	Concurrent Sessions 2:00pm – 4:00pm	
	Welcome Reception/ Dinner Event 6:30pm – 10:30pm			

*subject to change

CONFERENCE SPONSORS

A special thank you to the Spring 2007 Conference Sponsors.
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