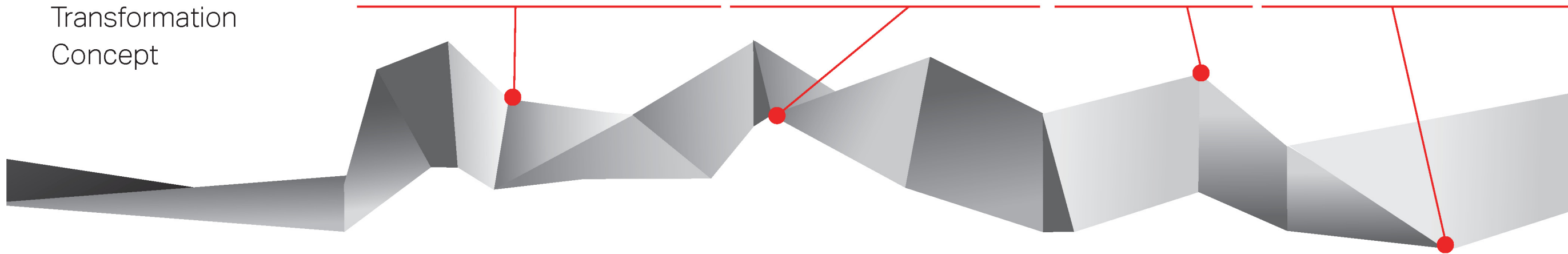


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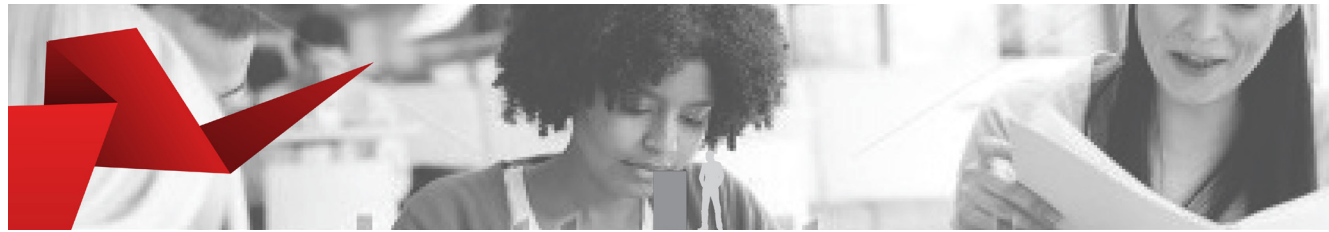
## Thematic Brief

Transformation  
Concept**Visuals that demonstrate a forward looking process of dynamic exploration and investigation, and transforming results.**

Using origami forms as a metaphor for transformation, a multi-faceted polygonal ribbon in a constant state of formation is a dynamic device that leads the viewer forward, folding and transforming to create varying perspectives. Imagery is perspectival and monumental. Acceleration is expressed as movement along this form but also a "zooming in" to reveal its use as a vehicle for content and a "zooming out" to reveal the ribbon surface as a piece of a bigger form.

*This project was performed while employed by Sparks*

The design team then translated this direction and identity into environments, artwork, motion graphics and scenic applications.



## Thematic Brief

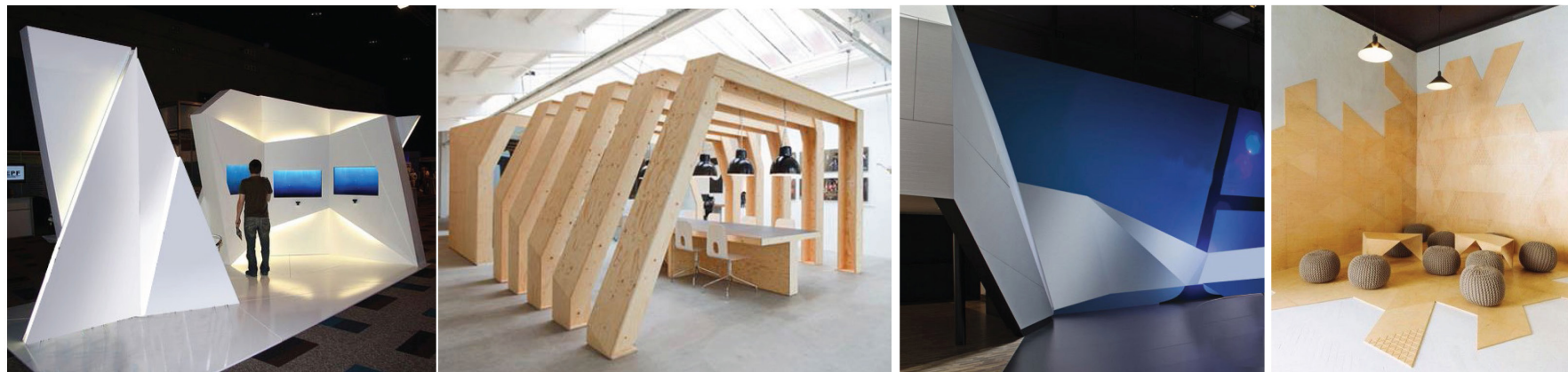


## Interactive Engagement

Evoking the spirit of intention and the attendees proactive, focused, attitude is captured by **opportunities for interaction and shaping displays and environments throughout.** Through the provision of data; through participating in passionate and focused forum discussions; through contributing to shared artwork installations; through knowledge sharing conversations; and, at the culmination of the conference, by declaring an intent to transform.

## Content

**Shaped by the attendee** during the pre-event engagement process, the content will be tailored to meet the real business issues that are top-of-mind for the executives in attendance. Supported by technology, **the attendee can help to drive and evolve the content.** Content delivery and environments should be crafted to create and maintain **a tone of authenticity** and a sense that the attendee is a critical part of the conversation..

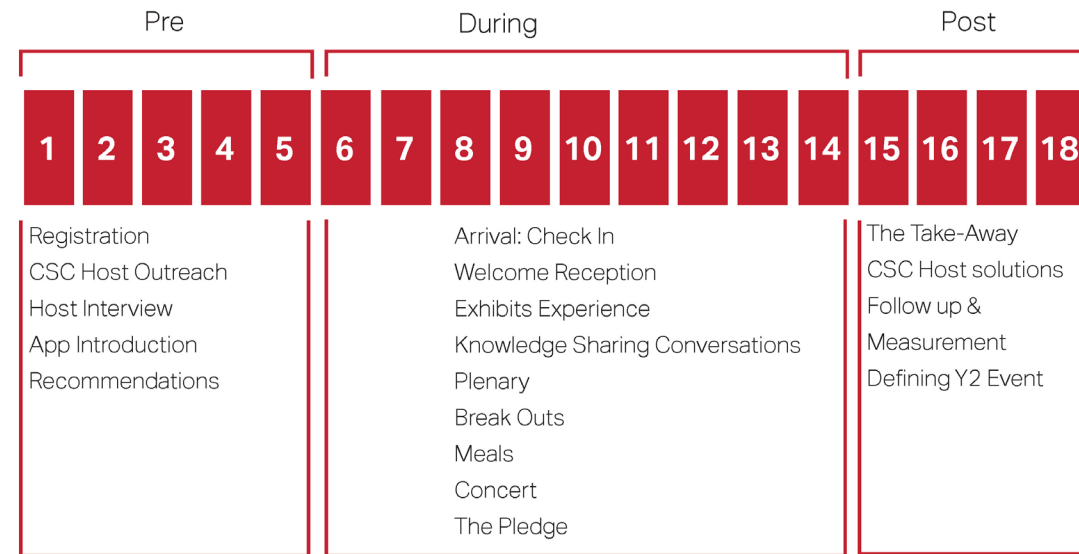


## Environments

**Environments should enable meaningful and passionate business conversations. A sense of -"this is different" - enlivens and activates.** Materiality should be authentic and use the materials of building and construction, an executive workshop of sorts, a balance of finished and unfinished. Presentations can be slightly unusual – not disconcerting – but interesting and quirky in a personal manner that **alludes to unique and innovative perspectives and the fact that CSC is a place of character and a curious intellect.** Spatially, the message of Intend to Transform manifests as changing environments and moving surfaces. The polygon ribbon present in the artwork will in places jump from the graphic to become a three dimensional form.

# Attendee Experience Touchpoints

## CONTENT DEVELOPMENT ACTIVITIES SUPPORTING CSC EVENT FRAMEWORK



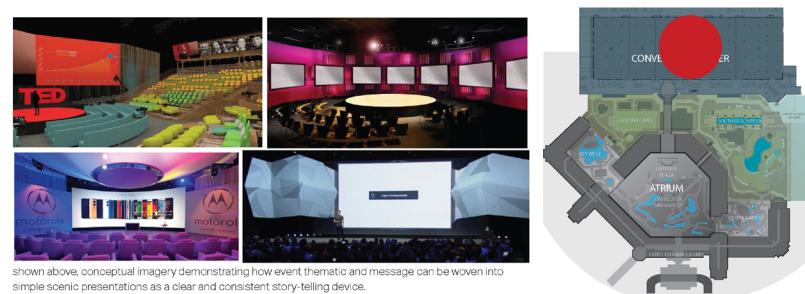
### Attendee Experience Touchpoints: Plenary: Content



**Content is scripted around conversations of different forms and hosted by a facilitator who leads thoughtful, insightful and passionate conversations;** a journalist figure that gets excited about the upcoming content and who helps to drive the business thinking during the conversations, as well adding intelligent, humorous, commentary to add moments of levity. The varied conversation presentations feature thought leaders, bloggers and executives and are used to create TED-style 18 minutes or less windows of focus. This varied format will engage the audience and accelerate the experience. A discussion between 2 thought leaders with divergent, passionate, points of view is followed by a story of transformation told in a conversational, intimate manner, then followed by a video presentation, and then a round table panel discussion that responds to selected audience questions, for example.



### Attendee Experience Touchpoints: Plenary: Environment



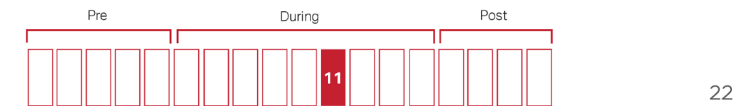
**An inclusive experience in which the audience feels intimately involved in the conversations taking place on stage, the plenary should strive to blur the lines between stage and audience.** Attendees should feel a part of the discussion, and a part of the content. They should be aware of the other audience attendees in the room and be excited about being in the plenary as a part of an exclusive cadre or circle. An immersive theater presentation in the ¼ round with a wrap around screen serves as an environmental element as well as a vehicle for artful expression of data and thematic. Varied heights of staging can be arranged to increase a sense of intimacy and inclusion, with plateaus stepping down into the audience. Theatrical lighting is used to highlight the transition between program conversations, shifting to reveal different conversation sets in different areas of the set, keeping the attendee's spatial focus moving and dynamic throughout the experience.



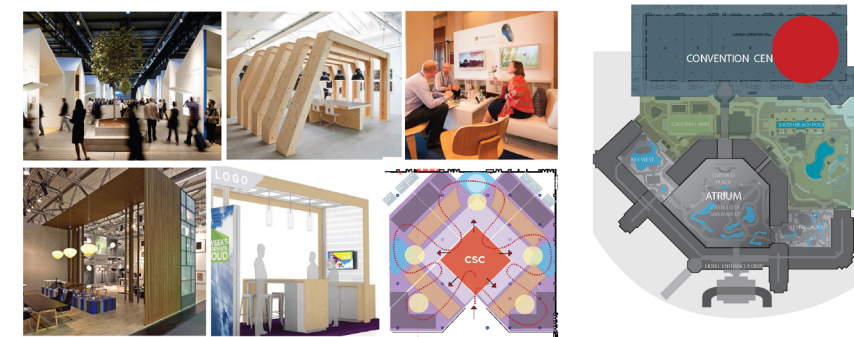
### Attendee Experience Touchpoints: Break Outs



**Break Outs are varied sessions, designed around learning models, allowing attendees to deep dive into topics fueled by the days plenary conversations in differing formats.** Some of these sessions are a workshop format, for hands-on learners; some of them are summarized via sketches or info graphics, for visual learners. Some are hosted by a story teller, a thought leader with a perspective on the topic, who then moves to a role of moderator as the floor is opened for group discussion focused on action models. **Some of these sessions are industry specific, some of them are function specific, some of them are issue specific. The notion of variety is key.** After the Break Out the attendee signs out by completing a simple 2-3 question survey on the session content. **Opportunities for one on one conversations with other attendees or the conversation moderator are available via the event app and are accommodated in supporting spaces.**



### Attendee Experience Touchpoints: Exhibits Experience



The show floor experience is a warm, welcoming and natural venue for authentic conversations, placing CSC centrally as the welcoming host, around which the partners are arranged in a village format. The floor experience conveys a sense of discovery and surprise, with a series of **pathways that can be followed as a curated journey or via provided shortcuts through connecting spaces that convey content specific to the five conversations.** The overall tone should be unique, unexpected and open, utilizing a mix of high and low tech to engage and inform and provides multiple opportunities for conversation and connection. **A fully scheduled show floor creates a dynamic, focused series of conversations. An option for a guided personal tour of the show floor is available. Sponsor exhibits are designed to convey a sense of home and accessibility, and facilitate varied conversation opportunities** through furniture and format.



### Attendee Experience Touchpoints: The Pledge



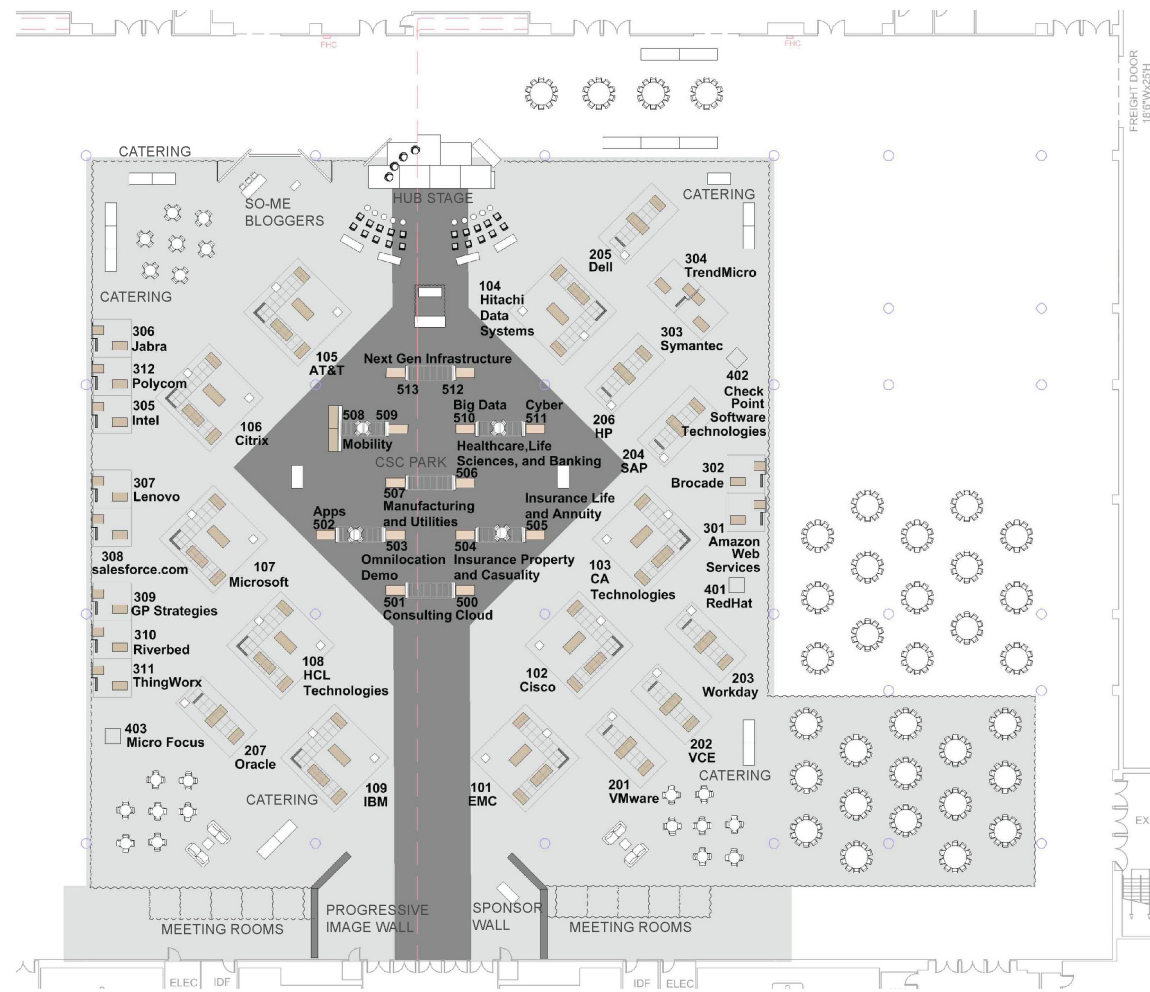
**During the culmination of the event, the attendee is able to articulate and share their personal Intent to Transform.** This point of view is directly developed and informed by the conference content. All attendees will be asked to add their Intent to Transform to a sculptural pledge wall. The CSC Host schedules an on-camera 'End of Show' Interview, similar to the Pre-show interview, that takes place with a the pledge wall as a backdrop. **This data is collected photographically and visualized in the closing remarks of the Plenary and is used to generate a conversation in the closing remarks around how the attendee's input could shape the international conferences and content for Year Two.**



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In my role as the Agency creative lead I worked with the strategy team and with the client to develop a comprehensive conceptualization of all attendee experience touchpoints.



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The design process assisted the client in the transition from 2D to 3D by providing detailed renderings for the expo floor and exhibit designs.



Images from the event showed the culmination of the event identity and experience developed for this first B2B event for CSC.

