



OPTIONAL EVENTS PROGRAM

2014 International Summit



Thursday November 13th

The Hyatt Regency Orlando, 9801 International Drive, Orlando, Florida

Enhance your Summit experience by registering for one of the following Optional Events taking place on Thursday November 13th. These two events run concurrently, so please check only ONE. See overleaf for more details

OPTION 1 – ChromaZone Color Forecasting Workshop (8:30AM – 4:00pm)

This Workshop will be led by CMG members and color design experts. Participants will identify and determine future color trends and influences for 2017 and beyond. The results from this Workshop will become part of the broader color forecasting work that takes place during CMG's 2015 ChromaZone Color Workshops, the results of which will be revealed at the 2015 International Summit.

Location: Hyatt Regency Orlando Florida
Time: 8:30am – 4pm
Fee: \$175 (includes lunch)

OPTION 2 – Color Coaching Seminar (12:00pm – 4:00pm)

This session will give you a basic level of understanding and improved knowledge about your color needs, assisting you to communicate more effectively within your company

The session will be split into three parts:

- 1.) Color basics - This is a 30 minute introduction to the basics of color science and nuances, providing a level of knowledge and comfort about what influences color and materials, and the common pitfalls associated with color. Learn about the influence of lighting; how the surface or finish affects the color; why different production processes affect how a color can look or be reproduced.
- 2.) Color Communication - This 60 minute segment examines the different ways to specify a color from a physical to a measured value. This session will include presentations from the three major color systems as well as an introduction to the use of technology in color-capture. Learn about Munsell, NCS, Pantone, and RAL systems, as well as some of the latest technology applications.
- 3.) Color Realization - This 60 minute segment will assist you to turn your specified colors into reality. The session will explore production processes and examine what information is required to ensure the colors can be produced to your expectations. Learn how the plastic production process works, name plates or labels, coating processes, and printing.

Location: Hyatt Regency Orlando Florida
Time: 12:00pm – 4pm
Fee: \$50 (includes lunch)

TO REGISTER FOR AN OPTIONA LEVENT YOU MAY USE THE SUMMIT REGISTRATION FORM OR THE FORM OVERLEAF. YOU DO NOT NECESSARILY NEED TO BE ATTENDING THE SUMMIT TO REGISTER AND ATTEND AN OPTIONAL EVENT.

RETURN YOUR REGISTRATION FORM AND PAYMENT TO:



REGISTRATION FORM – OPTIONAL EVENTS

THURSDAY NOVEMBER 13th

The Hyatt Regency Orlando, 9801 International Drive, Orlando, Florida 32819



REGISTRATION INFORMATION

Name: _____

Title: _____

Company _____

Address: _____

City: _____ State: _____ Country: _____

Phone _____ Email _____

Emergency Contact Name/Phone _____

Vegetarian: YES NO

OPTIONAL EVENT SELECTION

Enhance your Summit experience by registering for one of the following Optional Events taking place on Thursday November 13th. These two events run concurrently, so please check only ONE. See overleaf for more details.

Check only ONE:

Optional Event 1 - Thursday November 13th - 8am - 4pm

ChromaZone Workshop (includes lunch) \$175 _____

The results from this Workshop will become part of the broader color forecasting work that takes place during CMG's 2015 Color Workshops, the results of which will be revealed at the 2015 International Summit.

Optional Event 2 - Thursday November 13th - 12 noon until 4pm

Color Coaching Seminar (includes lunch) \$50 _____

TOTAL DUE IN US FUNDS: \$ _____

If you plan on attending the 2014 International Summit then please use the CMG Summit Registration Form to register for BOTH the Summit AND the Optional Events.

METHOD OF PAYMENT

Enclosed is my check made payable to CMG (US funds only)

Visa MasterCard American Express

Cardholder Name: _____ Billing Address: _____

Card Number: _____ Exp Date: _____ Signature: _____

International members are encouraged to pay registration fees by credit card. All international wire transfers carry a \$50 surcharge.

REGISTRATION AND PAYMENT - No registration form will be processed without payment. A confirmation will be sent via email once payment is processed. If you do not receive confirmation of your registration in writing within 10 business days, contact CMG immediately to confirm your registration (sgriffis@colormarketing.org).

CANCELLATION and REFUND POLICY - Cancellations must be received in writing to CMG by October 1, 2014 to qualify for a refund - all refunds on Optional Events will incur a \$25 administration fee. Regrettably refunds cannot be processed after October 1, 2014. Please allow up to two weeks to receive your refund and up to two billing cycles for it to appear on your credit card statement.

INFANT/CHILD POLICY - In consideration of members, speakers and guests, no infants or children are permitted at CMG Workshops, meetings or General Sessions.

RETURN YOUR REGISTRATION FORM AND PAYMENT TO: