



# JOIN US TUCSON, AZ

CMG 2019 INTERNATIONAL SUMMIT

## ILLUMINATING COLOR & TREND WORKSHOPS



2020+ WORLD COLOR FORECAST™



## WORLD-RENOWNED ARTISTS & SPEAKERS

## PROGRAM HIGHLIGHTS

Friday November 15th - Sunday November 17th

With optional events on Thursday November 14th & Saturday November 16th

### THURSDAY NOVEMBER 14th, 2019

#### PRE-SUMMIT OPTIONAL EVENTS

8:00 - 10:00 AM	CMG 101
10:15 AM - 6:00 PM	CMG Color Power
10:15 AM - 5:00 PM	Future Thinking Workshop

### FRIDAY NOVEMBER 15th, 2019

#### GENERAL SESSION

Revelation of CMG's World Color Forecast™

- 2021+ Asia Pacific Forecast
- 2021+ European Forecast
- 2021+ Latin American Forecast
- 2021+ North American Forecast

#### COLOR APPLICATIONS WORKSHOPS

Choose the Workshop that best works for you!

#### EVENING COCKTAIL CONNECTION

### SATURDAY NOVEMBER 16TH, 2019

#### GENERAL SESSION & GUEST SPEAKER PRESENTATIONS

#### LUNCH AND EVENING ON YOUR OWN

#### OPTIONAL EVENTS

Trend Watching Seminar - 2:30 - 4:30 PM
NCS Colour Design Workshop - 2:30 - 4:30 PM

### SUNDAY NOVEMBER 17TH, 2019

#### GENERAL SESSION

Keynote Speaker

Color Applications Workshop Presentations

#### SUMMIT ENDS AROUND NOON

*This schedule may be subject to change.*

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## ILLUMINATING COLOR & TREND WORKSHOPS

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### FRIDAY'S COLOR APPLICATIONS WORKSHOPS

If you've been to a Summit before, you know that our workshops encapsulate the core of what the International Summit is about. Global inter-industry teams will share how colors from **CMG's 2021+ World Color Forecast™** (which includes the North American, European, Asia Pacific, and Latin American Forecasts), are being applied in current design projects. It's a tidal wave of exposure, learning, and collaboration that unites us as color professionals and makes each of us stronger.

#### COLOR APPLICATIONS WORKSHOP CATEGORIES:

**Residential Home Interiors** - Identify the top 12 colors that will emerge on the GLOBAL RESIDENTIAL HOME INTERIORS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: design, interior decor, cabinetry, textiles, home furnishing/furniture, decorative home products, floor coverings, window coverings, wall coverings, kitchen, bathroom, lighting, paints, color products & services, etc.*

**Residential Home Exteriors** - Identify the top 12 colors that will emerge on the GLOBAL RESIDENTIAL HOME EXTERIORS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: design, building products, outdoor furnishing/furniture, lighting, textiles, landscaping, paints and coatings, color products & services, etc.*

**Contract Commercial Interiors** - Identify the top 12 colors that will emerge on the GLOBAL CONTRACT COMMERCIAL INTERIORS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: design, office, furniture, retail, hospitality, education, healthcare, leisure, exhibition design and fittings, lighting, flooring, textiles, wallcoverings, paints and coatings, color products & services, etc.*

**Contract - Commercial Exteriors** - Identify the top 12 colors that will emerge on the GLOBAL CONTRACT COMMERCIAL EXTERIORS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: design, office, furniture, retail, hospitality, education, recreation, landscaping, architecture, building products, lighting, paints and coatings, flooring, textiles, color products & services, etc.*

**Lifestyle & Consumer - Fashion** - Identify the top 12 colors that will emerge on the GLOBAL FASHION MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: design, apparel, jewelry, footwear, accessories, academia, electronics, color products and services, etc.*

**Lifestyle & Consumer - Durable Goods** - Identify the top 12 colors that will emerge on the GLOBAL CONSUMER DURABLE GOODS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: industrial design, home appliances, consumer electronics, automotive, recreational vehicles, sport equipment, medical equipment, toys, furniture, rubber products, plastic products, motorcycles, bicycles, tools, jewelry, color products and services, etc.*

**Lifestyle & Consumer - Non-Durable Goods** - Identify the top 12 colors that will emerge on the GLOBAL CONSUMER NON-DURABLE GOODS MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: cosmetics, packaging, bags, office supplies, paper, personal products, rubber products, plastic products, color products and services, etc.*

**The Lifestyle & Consumer - Visual Communication** - Identify the top 12 colors that will emerge on the GLOBAL VISUAL COMMUNICATION MARKET, and the drivers influencing the color direction. *Industries that can benefit from this workshop include, but are not limited to: graphic design, branding, advertising, promotional items, visual arts, printing, academia, education, color products and services, etc.*

**CMF Application Workshops** - Color, Material and Finish (CMF) - Forecast the top 2-3 trend directions that will emerge on the GLOBAL CMF MARKET, in the following 2-3 years, and anticipate how they could be assimilated to any of the 64 colors from the 2021+ CMG's World Color Forecast®. Outline 3-4 materials and finishes, and identify drivers influencing the trend direction. Participants are required to prepare homework on a pre-set template and submit it to the corresponding workshop facilitator. *Industries that can benefit from this workshop include, but are not limited to: polymers, composites, biomaterials, nanomaterials, energy materials, engineered surfaces, colorant pigments, special effect pigments, special effect additives, masterbatch, injection molding, industrial design, paints, industrial coatings, ceramics, metals, films, laminates, automotive, recreational vehicles, motorcycles, bicycles, wheel chairs, electronics, appliances, color products and services, etc.*

**ENTER YOUR FIRST AND SECOND WORKSHOP SELECTION CHOICES  
ON THE REGISTRATION PAGE.**

# OPTIONAL SUMMIT EVENTS

Once again our Committees are working to make your Summit experience even more memorable and valuable by offering four powerful Workshops each with a distinct flair. These Workshops take place on Thursday November 14th and Saturday November 16th and are exclusive to Summit attendees only.



## **CMG 101:** *Complimentary to Summit Attendees Only* **Thursday November 14th – 8:00 – 10:15 AM**

Unleash the power of color by leveraging your collective experience and knowledge – that's what Color Marketing Group is all about. This is a must-do session if you wish to kick start your membership and Summit experience. You'll join other first-timer Summit Attendees and new members to learn why this Association remains one of the most influential color forecasting associations in the world. We will start with an overview of Color Marketing Group along with an introduction to CMG's global volunteer structure of committees and how you can get involved, improving your career opportunities and learning from leaders in color and design. We will then quickly move into a fun color basics tutorial so that those of you who participate in CMG Color Power will feel confident about the professional language of color. You'll then experience how we work with **CMG's World Color Forecast™** during Friday's Color Applications Workshop by partaking in a mini Workshop. Experienced team leaders will take you through the steps of how the Forecast is created and how you can apply it in your specific track of Residential Home, Contract Commercial, Lifestyle & Consumer, or CMF (Color, Material & Finish). Connect with other outstanding color professionals and learn why this dynamic global Association with over 58 years experience of forecasting color directions continues to create accurate and relevant color and trend forecast information. ***If you want to maximize your membership and connect with your color tribe, then take part in this complimentary session.***



## **Future Thinking Workshop** *Exclusive to CMG Members* **Member Registration Fee: \$125**

**THURSDAY November 14th 10:15 AM – 5:00 PM** (includes lunch)

What will be the big ideas driving our design decisions in five years? How about seven, or even ten years from now? This workshop inspires us to think well beyond 2021 and travel farther into the future. The morning begins with short presentations by three CMG trend-watching experts, who will guide us through their experiences in researching and forecasting trends, and how they analyze and apply them in their designs. Afterwards, in a hands-on session, you will delve into and develop trends that you and your group see emerging, and share with the workshop. It will be a day full of inspired learning, deep conversations and critical thinking, and you'll emerge with a better understanding of where the world is headed. The workshop is led by Paula Leonard, an industry leader in trend forecasting and color, material and finish (CMF) design, Filip Roscam, Design Director with Merck Performance Materials, and Bridget Frizzie, Creative Director for Kehoe Designs, whose core attributes are seeing key insights including aligning strategic perspectives to know change before it happens. Guest speakers include Filip Roscam, and Doty Horn, Senior Vice President of Design at Congoleum Corporation.

# OPTIONAL SUMMIT EVENTS



## CMG Color Power

**CMG Members: \$150**  
**NON Members: \$175**

**Thursday November 14th 10:15 AM – 6:00 PM** (includes lunch)

This will be our third year presenting this well-received, interactive color training to strengthen your color knowledge and confidence. The session will start with a review of basic color theory, concepts and principles, including color vocabulary and scientific terms. Then you'll improve your technical knowledge of color and color design. You'll learn about different color tools and how they can effectively aid you in your color accuracy. Our goal is that you learn as you engage in fun, hands on exercises and team work to develop your skills and improve your ability to communicate and describe color. This is a unique opportunity to use specialized color tools from NCS Colour, X-Rite Pantone, and RAL Colours; partake in custom exercises; and learn new skills with international color designers Alicia Keshishian, and Roz Kavander. This session is focused and fast-paced, and includes short breaks and a quick lunch.

*Space is limited to Summit attendees only. Register early to avoid disappointment.*



## SATURDAY WORKSHOP TREND SPOTTING

### Saturday Trend Spotting

**CMG Members: \$50**  
**NON Members: \$60**

**Saturday November 16th 2:30 PM – 4:30 PM** (includes coffee)

**NEW** to this year's International Summit, CMG's Trend Spotting seminar on Saturday is for color design professionals who may be new to trend forecasting; who need to further understand how trend forecasting works; or for non-color related professionals who interface with color design professionals. Presented by CMG member, Doty Horn, this trend forecasting seminar will answer the "why" of color and design. It will analyze multiple industries to find the common threads that define color and design stories, and increase your awareness of past trend waves in order to anticipate future trends.

*Space is limited to Summit attendees only. Register early to avoid disappointment.*

### Saturday NCS Colour Design Workshop

**CMG Members: \$50**  
**NON Members: \$60**

**Saturday November 16th 2:30 PM – 4:30 PM** (includes coffee)

**NCS** - the global language for colour communication. Colour is one of the most important features in any design. NCS makes it possible to choose, define, and communicate your colours accurately to ensure that the colour decision is both intuitive and rational. The NCS Design Tools are built to support the colour design process, simplify colour communication, and ensure the correct colour choice. From the design stage through to the finished concept or product. In this enlightening session participants will learn and practice how to describe, define, and specify colour using the NCS Natural Color System®. You will learn the benefits of the NCS System in design and especially for successful colour combinations.

*Space is limited to Summit attendees only. Register early to avoid disappointment.*



## SATURDAY WORKSHOP NCS COLOUR DESIGN

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COLOR  
MARKETING  
GROUP

2019 International Summit  
Tucson, AZ, USA Nov. 15-17

## REGISTRATION INFORMATION

Please complete all sections and return to [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org). Please contact this email if you do not receive a response within two working days.

### MEMBER REGISTRATION

Name: \_\_\_\_\_  
 Position: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Industry: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Country: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Vegetarian:  YES  NO

Other dietary restrictions: \_\_\_\_\_

### WORKSHOP INFORMATION & SELECTION

Check if this is your First International Summit

Check if you would like to Facilitate during Thursday's Future Thinking Workshop:

Facilitate  Co-Facilitate

Check if you would like to Facilitate during Friday's Workshops:

Facilitate  Co-Facilitate

My preferred Workshop Selection for Friday's Color Application Workshop is:

\_\_\_\_\_

My backup Workshop Selection for Friday's Color Application Workshop is:

\_\_\_\_\_

Check here if you choose NOT to participate in Friday's Workshops

Check here if you do NOT wish to be filmed during the Summit (see conditions)

You will NOT be included on the Attendee list unless you check here

I DO wish to be included on the Attendee List

### GUEST REGISTRATION

(The Guest Category is exclusive to Spouses, Partners & Family Members only. Current and former CMG members may not register in this category. Guests are not eligible to participate in Workshops. See other Conditions.)

Guest Name: \_\_\_\_\_

Guest City/State: \_\_\_\_\_

Guest Vegetarian:  YES  NO

Other dietary restrictions: \_\_\_\_\_

### PAYMENT INFORMATION

Enclosed is my check made payable to CMG (US funds only).  
Contact [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org) for wire transfer details.

Visa  MasterCard  Amex

Card Number: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

#### Summit Registration: On/before 9.15.019

#### After 9.16.2019

CMG Member Fee \$920  \$1,070

NON Member Fee \$1,070  \$1,225

Spouse/Guest Fee \$550  \$550

#### Optional Events – Thursday November 14th

CMG 101 Complimentary   
(Summit attendees only)

Future Thinking Workshop CMG Member \$125   
(This is a Member only Workshop)

Color Power Seminar CMG Member \$150   
NON Member \$175

#### Optional Events – Saturday November 16th

Trendwatching \$50   
NCS Colour Design Workshop CMG Member \$50   
NON Member \$60

Please check if you are registering under a Company Membership

**I have read and agree to CMG's Summit Policies and Information.**

Please refer to CMG's Summit Policies and Information on page 2

## SUMMIT POLICIES & ADDITIONAL INFORMATION

### REGISTRATION AND PAYMENT

Payment in full must be received by **September 15th, 2019** to receive the lowest, discounted rate. 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 – you may NOT be registered. (sgriffis@colormarketing.org). CMG does not have a fax machine.

### CANCELLATION and REFUND POLICY

**On or before Sept. 15th** – all refunds will incur a \$100 administration fee.  
**Sept. 15th – Oct. 21st** – all refunds will incur a \$150 administration fee.  
**Oct. 21st and beyond** – refunds cannot be processed after this date.

**GUEST POLICY** - A spouse, partner, adult child, or special guest of a registered member, not involved in color design and/or color forecasting, may register as a Guest. A Guest may participate in all components of the Summit with the exception of Friday Workshops. Guests are not eligible to receive printed color information. Former CMG members may not attend as a Guest.

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

**FORMER AND NON-CMG MEMBERS** - Former CMG members may attend CMG's International Summit one time only without renewing their membership. Prospective and NON-CMG members are also welcome to register and attend a Summit also on a one time only basis. To check if you are eligible to register and attend please contact Sharon Griffis: [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org).

**VIDEOGRAPHY** – Please be aware that CMG will have a professional photographer and videographer at the Summit. The purpose of which will be to capture images and video footage for our new website and social media. **Please check the box on the Registration Page if you do NOT wish to be filmed.**  
**Thank you for your cooperation and participation.**

**COLOR INFORMATION** - All attendees, excluding Guests, will receive printed fan decks of CMG's 2021+ World Color Forecast including the Forecasts from North America, Europe, Asia Pacific, and Latin America.

**CONDUCTING COMPANY BUSINESS AT CMG CONFERENCES** - The sale of products or services is not allowed at CMG events and meetings, unless approved by CMG's Executive Committee. For the benefit of all members, it is important that attendees be free of everyday business involvement, companies' research efforts and/or sales promotions. For specific guidelines, contact CMG's Executive Director at [sgriffis@colormarketing.org](mailto:sgriffis@colormarketing.org) 703.329.8500.

**SOCIAL MEDIA & RECORDING POLICY** - CMG does NOT permit, under any circumstances, the recording of any of the presentations during the International Summit or any Color Forecasting Events, or in any form or media, including but not limited to audio recordings, video recordings, or literal transcripts, except by specific written permission from CMG's Executive Committee. This includes guest speaker presentations, color/workshop report backs, visuals and presentations. Referencing CMG events and Workshops is permitted on social media but specifics details relating to color forecasts and information must be kept proprietary. You may, however, display direct links to CMG's web or social media sites where CMG has published or promoted publicly released material. PLEASE keep in mind that our presenters have invested many hours into the development of this material and copyright laws apply. Written permission MUST be granted by Presenters and Speakers for any material that is used in any fashion or shared in any capacity.

### HOTEL INFORMATION – Reserve Your Room Today!

The Summit is being held at **El Conquistador Tucson**, 10000 North Oracle Rd., Tucson AZ 85704.

ROOMS ARE SUBJECT TO AVAILABILITY and a limited number are available at the discounted rate of \$159 per room for single/double occupancy (excluding applicable taxes and fees). Reservations can be made through the CMG website or by visiting the [Hotel Event website](#).

*Color Marketing Group is not responsible for the quality or any deficiencies of the El Conquistador Hotel, including on premise facilities or services of the employees of said hotel or facilities. Any grievances with the hotel quality, services or deficiencies are the responsibility of the registered guest. The registered guest is responsible for any litigation with the Hotel for compensation or refunds due to Hotel deficiencies.*