



2018 INTERNATIONAL SUMMIT
Philadelphia, PA November 9-11

REGISTRATION INFORMATION

Sheraton Philadelphia Downtown Hotel
201 North 17th Street, Philadelphia PA 19103
www.colormarketing.org

Name: _____ Position: _____

Company: _____ Industry: _____

Address: _____ City: _____ State: _____

ZIP: _____ Country: _____ Phone: _____ Email: _____

Vegetarian: YES NO Dietary restrictions: _____

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 Dietary restrictions: _____

PAYMENT INFORMATION

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

Visa MasterCard Amex Card Number: _____

Cardholder Name: _____ Signature: _____

Billing Address: _____ Expiration Date: _____

AMOUNT DUE On or before Sept 14th After September 14th

CMG Member Fee	\$845 <input type="checkbox"/>	\$995 <input type="checkbox"/>
Non Member Fee	\$995 <input type="checkbox"/>	\$1175 <input type="checkbox"/>
Spouse/Guest Fee	\$550 <input type="checkbox"/>	\$550 <input type="checkbox"/>

If you are registering as part of a Company Membership, please indicate the Company: _____

THURSDAY - Optional Events – details overpage:

- Future Thinking Workshop \$115 (This is a Member only Workshop)
- Color Power Seminar – CMG Member \$115 NON Member \$140
- Complimentary CMG 101

TOTAL AMOUNT DUE: _____

ADDITIONAL INFORMATION

1. Check if this is your First International Summit
2. Check if you would like to Facilitate during Thursday’s Future Thinking Workshop: Facilitate Co Facilitate
3. Check if you would like to Facilitate during Friday’s Workshops: Facilitate Co Facilitate
4. My Workshop Selection for Friday’s Color Application Workshop is: _____
5. Check here if you do NOT wish to be filmed during the Summit (see conditions)
6. Check here if you DO wish to be included on the Attendee List
7. Check here if you do NOT wish to be included on the Attendee List

PRE-SUMMIT OPTIONAL EVENTS

THURSDAY NOVEMBER 8TH

Once again our Committees are working to make your Summit experience even more memorable and valuable by offering three powerful Workshops each with a distinct flair. These Workshops take place on Thursday November 8th – so plan your travel to arrive on Wednesday November 7th.



CMG COLOR POWER

CMG 2018 INTERNATIONAL SUMMIT

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CMG Color Power (*exclusive to Summit attendees only*)
10.15am – 6pm (includes lunch)

CMG Members \$115
NON Member Fee \$140

Everyone knows what color is until they have to explain it. Last year we introduced our new, dynamic, and interactive color training so our members could extend and strengthen their color knowledge and confidence. This year we have extended the time to continue your education on this colorful journey that is important to your career. We will start with a lightening review of basic color theory and concepts including color vocabulary and scientific terms. Then you'll improve your technical knowledge of color and color design. You will have the **rare opportunity** to play with color tools and materials from the 3 major tool providers, NCS, RAL, and X-Rite Pantone, all in one place. You will learn about these different 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. There is a lot of information and it is fast paced. Some of what you will learn will be the difficulties caused by metamerism, the language of color notating, and how to determine color notations for global products. This training is one of a kind. To be able to use these tools, partake in these exercises, and learn these skills with these experts is an opportunity only offered to CMG members and Summit attendees. This session is taught by color designers, Alicia Keshishian, Roz Kavander, and outstanding color experts from NCS, X-Rite Pantone, and RAL. This course is intense and includes short breaks and a quick lunch. Space is limited so register early to avoid disappointment.

About the Course Presenters:

Kavander has been in the world of design for more than 35 years. She is a renowned guest speaker and lecturer on color and color trends, and has taught color and color trend forecasting for a major paint company in Canada. She is a longstanding CMG member and current member of the Board of Directors, as well as one of CMG's Lead Facilitators of the annual Toronto ChromaZone® Color Forecasting Workshop that occurs each May. She also participates on CMG's Steering Committee to curate CMG's North American Color Forecast. Kavander travels extensively to major design shows across the world observing trends in color and design and brings this knowledge to her clients as well as to the Color Marketing Group's successful color education programs.

Keshishian is an award-winning designer with more than 35 years of professional experience as an art director, graphic designer, surface designer, illustrator and color consultant. She currently produces a line of custom, handmade-to-order carpets and is a popular speaker, lecturer, and presenter on design and color. She has owned and operated her own textile business as well as designed for various industries and corporations including Papyrus, Bloomingdale's, CBS Publications, and New York Magazine. She has studied with Leatrice Eiseman, executive director of the Pantone Color Institute, and attended intensive Color Science courses at RIT, as well as color courses with NCS in Sweden. Keshishian is a Board Member of Color Marketing Group and continues to increase her knowledge of color through various educational pursuits while continuing to make art in her California studio.

PRE-SUMMIT OPTIONAL EVENTS continued

THURSDAY NOVEMBER 8TH



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FUTURE THINKING WORKSHOP

CMG 2018 INTERNATIONAL SUMMIT

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Future Thinking Workshop - This Workshop is exclusive to CMG Members
9am – 5pm (includes lunch)

Member Fee \$115

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 2020 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, 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 Traci Kloos, Director, Design & Customer Experience for Tarkett North America and Paul Czornij, Head of Design North America for BASF.



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CMG 101

CMG 2018 INTERNATIONAL SUMMIT

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CMG 101: 8am – 10am

Complimentary to Summit Attendees only

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 a capsulated introduction to CMG's volunteer structure of committees and how you can get involved, improving your career opportunities and learning from global 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 Colors in Contract, Color Validation, Color Combinations, Colors in Home, or CMF (Color, Materials & Finishes). Connect with other outstanding color professionals and learn why this dynamic global Association with over 50 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 please take part in this complimentary session.

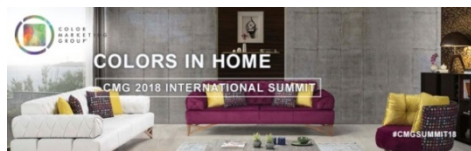
ILLUMINATING COLOR & TREND WORKSHOPS

CMG 2018 INTERNATIONAL SUMMIT

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If you've been to a Summit before, you know that our workshops encapsulate the core of what the International Summit is about. Global interindustry teams will share how colors from CMG's 2020+ World Color Forecast™ (which includes the North American Forecast), as well as the three International Forecasts (Europe, Asia Pacific, and Latin America), 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.

Friday's Color Applications Workshop options include:



Colors in Home Workshop - Home is where the heart is! We spend much time at home with our families and friends, the colors we select for interior decoration, whether for walls, ceilings, floors, windows, doors and accessories such as pillows, drapes, vases and other decorative items, must provide us with harmonious spaces that reflect our personalities and inspire us to live well. Participants in this Workshop will use colors from the new 2020+ CMG World Color Forecast™ to identify three to five color palettes most suitable for the home industry.

Goal: the outcome of this Workshop is to determine the colors that will be seen in residential markets.



Colors in Combinations Workshop - Colors love to play with other colors, and as color professionals we love to be a part of that process. Participants in this Workshop will use colors from the new 2020+ CMG World Color Forecast™ to determine three to five palettes to create forward-thinking, directional color combinations for home décor, transportation, consumer products and technology industries.

Goal: the outcome of this workshop is to generate fresh and inspirational color combinations that can be applied in the relevant industries.



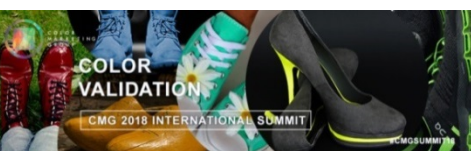
Colors in Contract Workshop - Explore the nuance of color and color combinations in contract design markets, such as commercial, hospitality, healthcare, education, multifamily residential and more. Armed with the new 2020+ CMG World Color Forecast™, participants in this Workshop will identify the colors that will be important in contract markets, how they'll be used, and why. Colors not included in the forecast can be added as necessary to illustrate a trend.

Goal: the outcome of this workshop will help designers interpret CMG palettes for contract applications.



Color, Materials and Finishes Workshop - If your responsibilities include not only a color decision, but also the identification of key materials and finishes (CMF), this Workshop is for you. Join innovative suppliers, product developers, and designers to discuss the multi-dimensions of color, materials and finishes, and explore how materials, new processes, material, and finishes are driving the need for new colors and applications. Participants in this workshop will identify future CMF trends and how they might influence the new 2020+ CMG's World Color Forecast™.

Goal: the outcome of this workshop will explore the future of materials and finishes, particularly within the consumer goods, appliances, transportation, furniture, and sporting-goods industries.



Color Validation Workshop - Each year hundreds of color professionals gather to forecast color directions at CMG's ChromaZone Color Forecasting Workshops and Conferences. Forecasted 2 years in advance, CMG's World Color Forecast™ colors are often applied to products and design by early adopters ahead of the period for which the forecast applies. Participants to this Workshop will use 2019+ CMG's World Color Forecast™ to validate the colors that have been adopted early and are already appearing in the market in a variety of industries.

Goal: the outcome of this workshop is to assess and validate the 2019+ CMG's World Color Forecast™ in comparison to the colors adopted early in the market and identify in what markets they are being spotted.



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2018 INTERNATIONAL SUMMIT
Philadelphia, PA November 9-11

HOTEL INFORMATION – RESERVE YOUR ROOM TODAY.

The Summit is being held at the Sheraton Philadelphia Downtown Hotel, 201 North 17th Street, Philadelphia PA 19103 USA. 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 by visiting the Hotel Event website: <https://www.starwoodmeeting.com/events/start.action?id=1802277590&key=19FA3B62>

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.

REGISTRATION AND PAYMENT - Payment in full must be received by September 14th, 2018 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 (sgriffis@colormarketing.org). Please do NOT fax your Registration Form.

CANCELLATION and REFUND POLICY - Cancellations must be received in writing to CMG by October 29, 2018 to qualify for a refund – all refunds will incur a \$75 administration fee. Regrettably refunds cannot be processed after October 29, 2018. 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.

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 color information. Former CMG members may not attend as a Guest.

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 703.329.8500.

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.

COLOR INFORMATION - All attendees, excluding Guests, will receive printed fan decks of CMG's 2020+ World Color Forecast including the 2019+ Forecasts from North America, Europe, Asia, and Latin America.

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.

INTERNATIONAL SUMMIT – PROGRAM OF EVENTS

FRIDAY NOVEMBER 9TH THROUGH SUNDAY NOVEMBER 11TH

This Schedule may be subject to change.



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JOIN US IN PHILADELPHIA, PA

CMG 2018 INTERNATIONAL SUMMIT

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THURSDAY November 8th, 2018

PRE-SUMMIT OPTIONAL EVENTS

8AM- 10AM CMG 101
10.15 AM – 6PM CMG Color Power
9am – 5pm Future Thinking Workshop



FRIDAY NOVEMBER 9th, 2018

ATTENDEE BREAKFAST

GENERAL SESSION

- President's Welcome
- Revelation of CMG's World Color Forecast™
 - 2020+ Asia Pacific Forecast
 - 2020+ European Forecast
 - 2020+ Latin American Forecast
 - 2020+ North American Forecast

COLOR APPLICATIONS WORKSHOPS

Choose the Workshop that best works for you:

- Colors in Home
- Colors in Combinations
- Colors in Contract
- Color, Materials & Finishes
- Color Validation

LUNCH

WORKSHOPS END AROUND 5PM

COCKTAIL CONNECTION



SATURDAY NOVEMBER 10TH, 2018

ATTENDEE BREAKFAST

GENERAL SESSION AND GUEST SPEAKER PRESENTATIONS

SESSION ENDS AROUND 12.30PM

LUNCH AND EVENING ON YOUR OWN



SUNDAY NOVEMBER 11TH, 2018

ATTENDEE BREAKFAST

GUEST SPEAKER

GENERAL SESSION AND COLOR APPLICATIONS WORKSHOP REPORTS AND PRESENTATIONS

SESSION ENDS AROUND NOON