



COLOR
MARKETING
GROUP

JOIN US TUCSON, AZ

CMG 2019 INTERNATIONAL SUMMIT

ILLUMINATING COLOR & TREND WORKSHOPS



2021+ 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.

#CMGSUMMIT19



ILLUMINATING COLOR & TREND WORKSHOPS

#CMGSUMMIT19



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 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.

