



PRESS RELEASE

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Color Marketing Group 2020 *Virtual* Events

Color Marketing Group announces virtual color design and forecasting events for 2020.

“We have an amazing line-up this year of color forecasting Workshops and color Conferences you and your design team won’t want to miss! Collaborate virtually with color design professionals on our multi-industry global 2022+ World Color Forecast™ and receive color direction information you can apply today,” says Sandra Sampson, VP PR and Communications for Color Marketing Group.

CMG 2020 Events

As of 052720

CMG Events Calendar <https://colormarketing.org/upcoming-events/>

Virtual ChromaZone® Color Forecasting Workshops

At the very heart of all CMG events is the Color Forecasting process where the world’s leading color and design influencers share, discuss and explore color directions and influences. You will be on the cutting edge of color forecasting, and you’ll bring these insights back with you to shape and validate discussions and decisions on color directions for your industry, product or service. Each virtual ChromaZone® Workshop is a collaboration of minds; a joint effort to understand and interpret what is happening in the world around us and how this will influence color. Participants identify 16 colors, along with the influences and inspirations that define them, that they believe will trend in 2022.

Who Should Attend a Virtual ChromaZone®?

Global manufacturers, brands, and marketers understand the importance of color marketing to their bottom line. Your company will benefit from creating research fueled and validated products in colors that sell. As a project manager, product developer, designer, manufacturer, CMF specialist, color specifier, and anyone who works with color for products, you won’t want to miss the important color discussions at the next virtual ChromaZone®, Conference and International Summit. Participants are industry icons,

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leading brands, visionaries, forward-thinkers and the next generation... united by their passion for color and their need to know WHAT'S NEXT?

You do NOT need to be a member of CMG to participate – virtual ChromaZone® events are open to current, former, and Non-CMG members. We are also inviting members of related professional organizations, education and media. If you are interested in learning more about becoming part of Color Marketing Group® please visit our [Membership](#) page to learn more or contact the office.

The Benefits of Attending a Virtual ChromaZone®

By attending this exciting Workshop you will come away with first-hand information about colors emerging in 2022+ ready for application into your product development workflow.

Each virtual ChromaZone® produces a digital color forecast and a written report on the color stories that support that forecast. The final product is distributed to all participants.

How to Prepare for a Virtual ChromaZone®

Each participant is asked to plan and prepare in advance; to research; identify influences, trends and drivers; and to bring samples and color stories to support their findings. This research is then shared, discussed, and narrowed down to common themes, trends and ideas.

Pre-preparation is required by completing the Color ChromaZone® Worksheet WHICH WILL BE E-MAILED TO YOU UPON CONFIRMATION OF YOUR REGISTRATION. The Worksheet gives you a good indication of what you are expected to prepare, think about and bring to the Workshop. In advance of the Workshop you must review the Worksheet, gather information and samples to support your findings, and bring samples and stories to share at the Workshop discussion table. Please bring digital, royalty-free images (both on flash drive and printed) to be used for presenting the Color Stories in the final Report. Copyright-free visuals are essential. Please digitally insert AND attach your 12 to 16 2022+ ChromaZone Forecast swatches in Pantone TPX, NCS, or RAL, Other color swatches may be used on the worksheet (i.e. paint chips). They will be matched to the closest NCS notation during the workshop. You are welcome to bring a PowerPoint or digital presentation, but it is not mandatory. You must bring your own computer to display your presentation.

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All the most current event details and availability can be found on colormarketing.org/upcoming-events. The following list is an overview and each are limited to 10 participants.

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CMG 2020 Virtual ChromaZone® #8

Date: Thursday – Friday, May 28-29, 2020

CMG 2020 Virtual ChromaZone® #11

Date: Thursday – Friday, June 4-5, 2020

CMG 2020 Virtual ChromaZone® #4

Date: Tuesday-Wednesday, June 9-10, 2020

CMG 2020 Virtual ChromaZone® #9

Date: Tuesday-Wednesday, June 16-17, 2020

CMG 2020 Virtual ChromaZone® #10

Date: Monday-Tuesday, June 22-23, 2020

CMG 2020 Virtual ChromaZone® #13

Date: Monday-Tuesday, June 22-23, 2020

CMG 2020 Virtual ChromaZone® #12

Date: Thursday-Friday, June 25-26, 2020

CMG 2020 Virtual ChromaZone® #14

Date: Monday-Tuesday, June 29-30, 2020

CMG International Summit

Country: North America

Dates: November 19 to 21, 2020

Details: More details to come. Please check <https://colormarketing.org/upcoming-events/>

CMG Blog <https://colormarketing.org/blog/>

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<https://colormarketing.org/media-page/>

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ABOUT COLOR MARKETING GROUP®

Color Marketing Group®, founded in 1962, is a not-for-profit international association of color design experts who forecast color directions and is a forum for the exchange of all aspects color. Members represent a broad spectrum of designers, marketers, color scientists, consultants, educators, and artists. Color forecasting events are held

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throughout the world and the results from these events become part of the global World Color Forecast™ revealed at the annual International Summit.

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