Jenn Godbout is the Associate Director of Partnerships for Behance, part of the Adobe family. Prior to joining Behance, Jenn was the Senior Marketing Manager for The Drake Hotel in Toronto. Jenn has dedicated her entire career to helping creatives make their ideas happen.

This year’s opening presentation, The Art of Self Promotion with Behance, is not to be missed. Whether your goal is to work in-house at creative company, or build your own business as a freelancer – your online presence can make or break your career. Join Jenn Godbout from Behance, the leading online platform to showcase and discover creative work, as she discusses what makes an online portfolio successful, why self-curation is so important and how to make the best first impression online.

About Behance:
Behance is the leading online platform to showcase and discover creative work. Creatives from across industries use Behance to gain exposure, attribution, and opportunity. Behance also powers portfolio display for thousands of other websites, including Pantone, Adweek, the National Design Awards, and now the Art Institutes. Companies and creative enthusiasts around the globe use Behance to track and engage top talent.

REGISTER NOW for Jenn Godbout:
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SUMAYA KAZI
FOUNDER AND CEO
OF SUMAZI.COM
THURSDAY, APRIL 10TH
7:00PM - 9:00PM ET

TOPIC: How to Connect with the People You Don’t Know, But Should

Sumaya Kazi is the Founder and CEO of Sumazi.com, the easiest social data platform for enterprises and brands. Its technology allows companies to find and connect with the millions of valuable people across all of their networks.

Sumazi was selected from more than 1,200 startups around the world to compete as a finalist at the prestigious TechCrunch Disrupt Startup Battlefield, where it won the Omidyar Network award.

Sumaya served as a Senior Social Media Manager at Sun Microsystems, where she was responsible for the global strategy and implementation of social media. She was one of the first social media managers to lead social strategy at a Fortune 500 company back in 2005.

Sumaya has been recognized by BusinessWeek as one of America’s "Best Young Entrepreneurs," Reuters listed her in the "Top 50 Most Influential Executives on the Web" and CNN named her a "Young Person Who Rocks."

Sumaya graduated from UC Berkeley and lives in San Francisco, CA.

This insightful talk, How to Connect with the People You Don’t Know, But Should will explore the power of networking. Sumaya will share her story of her path toward entrepreneurship, and how she utilized networking to become an award-winning entrepreneur. She will provide actionable insights on tools and ways to utilize networking to get ahead.

REGISTER NOW for Sumaya Kazi:
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Bill Thorburn started with a fine arts degree from The Minneapolis College of Art and Design. He worked a few years in the agency setting before becoming Design Director for Dayton’s-Hudson’s-Marshall Fields.

Bill opened up The Thorburn Group in 1994 with the pioneering vision that a brand firm could take a greater role in business development. Moving from an executional role to a central and strategic one.

Bill has been honored to work with some of the world’s most prestigious brands: Coke, Harley Davidson, Disney, Formica, Viil, United Colors of Benetton, Nike, Porsche, LaCoste, Capital Records, and Hallmark.

The work of Bill and his team has been consistently honored in every industry publication from Communication Arts to ID Magazine for the past 20 years. Winning every award from a Cannes Lion to the prestigious Gold pencil.

His work has been exhibited in one-man shows in Osaka, Tokyo, and Frankfurt, along with group shows in London, and New York. He also has work in the permanent collections of the Victoria and Albert Museum, The Smithsonian Institution, and The Library of Congress.

Recently his firm was honored as one of the most influential design firms in both North and South America over the past decade by the international publication Graphis. Currently he serves on the Board of Trustees for the Minneapolis College of Art and Design and was honored to give the 2009 graduation commencement speech.

About The Thorburn Group:
The Thorburn Group is a nationally recognized brand agency creating communications that reach out, engage and drive action. Since 1994, the firm’s process of possibility, built on understanding, collaboration and creativity, has developed award-winning creative for top global brands in multiple categories. The agency is headquartered in Minneapolis.

REGISTER NOW for Bill Thorburn: https://www4.gotomeeting.com/register/670107383

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Jeni Herberger is internationally-recognized as a powerful force in changing the way people approach the business of branding and design. Jeni works tirelessly with creative professionals and corporate leaders teaching them to connect and communicate as founder of Creative Concepts.

Known for her uncanny ability to break down the walls between business policy and brand strategy, Jeni has spent the past 20-something years working with creative and corporate leaders to identify practical strategies on "doing business better".

She focuses on the fundamental components of complex practices and with her team of strategists at The Fulcrum Agency consults with Fortune 500, mid-size companies and non-profits offering action plans and on-site training grounded in strategy and focused on getting results. Her clients include Harley-Davidson (HOG), Green Coffee Mountain Roaster (GMCR), and V.F. Corporation (VFC) to name just a few.

Jeni’s talk will address why creativity is a key skill in addressing today’s business challenges. Every designer must learn to approach the process with whole-brain thinking. Discover creative confidence – the natural ability to come up with new ideas and the courage to try them out. Learn the fundamentals of creative thinking and be introduced to tools that will spark inspiration and innovation.

Attendees will be able to:
• Understand and use fundamentals of design thinking
• Discover creative strengths in yourself and others
• Apply tools and techniques to real problems, challenges and opportunities

REGISTER NOW for Jeni Herberger:
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Noreen Moioka is a co-founder of AdamsMorioka, leading the team in client interface, and business development. Her creative input has led to the success of multiple communications programs. Noreen believes that personal involvement with a client helps her crack the brand’s spirit. This allows her to interpret her clients’ sometimes vaguely articulated goals into actionable plans.

In 2006, Noreen was named as a Fellow of the American Institute of Graphic Arts and this year will be awarded the AIGA Medal. Noreen is a past president of the Los Angeles Chapter of AIGA, chair of the AIGA National President’s Council, Fellow of the International Design Conference at Aspen, and a board member of the ADC in New York City.

“Being a Famous Designer is like being a Famous Dentist.” If you Google Noreen Morioka, most likely this quote will come up many times. This was one of her answers 15 years ago when a student asked what it was like to be a famous designer. In her presentation, Noreen will share how, together with Sean Adams, they built AdamsMorioka on the simple test of who and what is the right project to work on. She’ll share shortcuts to succeeding with clients, professional advice on building a business, and, most importantly, knowing who you are and where you should be headed.

Plus Noreen has a few strong pirate jokes just in case you get bored.

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