



Event  
Exhibit  
Environment  
Experiential Designers + Producers Association

# ROADSHOW 2017

**NEW DATE!**

ATLANTA, GA | NOVEMBER 7

## NEXT STOP — ATLANTA!

EDPA is hitting the road and coming to the Southeast! Join us for this one day informative workshop to gain access to using empathy to create more engaging live experiences, learn how to use “The Culture Index” to your team’s advantage and network with your fellow exhibit industry professionals. This stop will take place in Atlanta, GA in partnership with our Southeast Chapter.

### AGENDA

9:30 am:  
CONTINENTAL  
BREAKFAST &  
REGISTRATION

10:00 am - 12:00 pm:  
SESSION 1

12:00 pm:  
NETWORKING LUNCH

1:00 pm - 3:00 pm:  
SESSION 2

A cocktail reception hosted by the EDPA Southeast chapter will follow the Roadshow.

Come for this one day event and leave with information and ideas that will help you and your business thrive

REGISTER FOR JUST \$150.  
SPACE IS LIMITED!

Register now at  
[www.cvent.com/d/c5q5k9](http://www.cvent.com/d/c5q5k9)

Have questions?  
Contact Michelle Wilson  
at [mwilson@edpa.com](mailto:mwilson@edpa.com)  
or 203-557-6321.

Sponsored By:



OCTANORM

OPTIMA  
HUMAN-ORIENTED DESIGN TECHNOLOGY

TUESDAY, NOVEMBER 7  
10AM-3PM  
REGISTRATION OPENS AT 9:30AM

103 WEST  
103 WEST PACES FERRY ROAD NW.  
ATLANTA, GA. 30305



### Using Storytelling and Empathy to Create Emotionally Engaging Experiences

JACKSON YOUNG, Director of Experience Design & Product Innovation, Lenati

Too often we forget that the audiences we are designing for are humans just like us: full of emotions, aspirations and needs. As designers and creators of experiences, we can leverage emotional empathy and storytelling to create warm and engaging experiences that will delight our audiences. Learn the merits of emotional empathy and storytelling along with the rapid evolution of the user experience design discipline and its impact on our daily lives. Learn about the latest innovations in user experiences, user interfaces, and devices that can make meaningful differences for the experiences you are designing.



### Right People - Right Jobs

FRANK HEEGAARD

Frank Heegaard works with senior management and business owners who are facing a variety of different challenges such as; struggling with a lack of depth in their management, knowing if they have the right manager in charge of the right team, poor hiring decisions which consequently cost too much, not having all the “hunters” needed and the challenges of high turnover, low retention and low engagement. Without the ability to understand the job first, most companies struggle with getting the right people in the right seats. This interactive session provides each attendee with “real time data” and tangible solutions to solve your biggest business challenges.



Register now at [www.cvent.com/d/c5q5k9](http://www.cvent.com/d/c5q5k9)