## Professional Platform Meeting Agenda

**DAY 1 - Saturday 25 October 2014**

**Location:** Parsons The New School for Design  
Theresa Lang Community Center  
55 W 13th St, New York

### Introduction

<table>
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<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>14:00</td>
<td>Introduction and Objectives</td>
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<tr>
<td>14:15</td>
<td>Host Presentation: Associate Dean, Lucille Tenazas</td>
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### Session 1 - COMMUNITY - Empowering Designers and Design Organizations

Relevance of Design, Relevance of Prof. Organizations, Membership Growth, Value of Design, Engagement with Governments, National Policies, Design for Society

**Moderator: Ric Grefé**

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| 14:30 | Professional Accreditation: implications & models  
Adrian Jean, GDC  
Lionel Gadoury, RGD  
James Harper, DIA |
| 14:50 | National Design Policy Challenges  
Yuri Nazarov, Russia |
| 15:00 | Challenges of Membership Growth  
Eili-Kaija Kuusniemi, Grafia |
| 15:10 | BREAK (30 min) |
| 15:40 | Open discussion on Session 1 |
| 17:30 | End of Day 1 |
DAY 2 - Sunday 26 October 2014

Session 2 - ENGAGEMENT - Communicating The Value of Design
Collaboration and networking, Icograda benefits and initiatives (accreditation, sustainability, spec work, best practices...)

Moderator: Iva Babaja

9:00 - 9:20 Promoting understanding of design
Rick Grefé, AIGA
Katsuhiko Shibuya, JAGDA

9:20 - 9:30 Speculative Practice
Patricia McKiernan, GAG

9:40 - 9:50 Interaction between education and professional practice
Ismail Cihangir Istek, Bilgi University

9:50 - 10:00 Advertising and Design
Kevin Swanepoel, The One Club for Art and Copy

10:00 - 10:10 Best Practices
Tyra von Zweigbergk, Svenska Tecknare

10:10 - 10:20 Sustainability
Umut Südük, GMK

10:20 - 11:00 BREAK (40 min)

11:00 - 12:30 Open discussion on Session 2

12:30 - 13:30 LUNCH

Session 3 - UNITY - Uniting Efforts for Bettering The Profession
Definition of next steps, Icograda benefits, establishing Agenda

Moderator: David Grossman

13:30 - 13:45 Summary of ideas and initiatives
13:45 - 15:00 Discussion

15:00 - 15:30 BREAK

15:30 - 16:30 Defining next steps, Discussion
16:30 - 17:00 Conclusions

17:00 End of Day 2