

Schedule

09:00 Registration and Breakfast

09:45 **Opening Remarks**



Niamh O'Shaughnessy
**Learning and Development Network
Manager**
Design Skillnet

09:50 **Design, the Act of Leadership**



Charlotte Barker
Chief Executive Officer
Institute of Designers in Ireland (IDI)

10:05 **Designers as Agents of Societal Change**



Rejane Dal Bello
Creative Director and Founder
Studio Rejane Dal Bello

10:45 **Harnessing Behavioural Sciences in the Business of Influencing Decisions**



Richard Shotton
Author of "The Choice Factory"

11:20 Break

11:40 **Climate Change: The Design Challenge of Our Time**



Lara Hanlon
Steering Member
Design Declares Ireland

12:05 **Which Way is Up? Shaping Better Collaborations**



Jess Majekodunmi
Director
Human Sciences Studio at Accenture

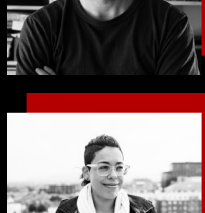
12:30 **PANEL: Colliding Perspectives: Evolving a High-Performance Creative Team**



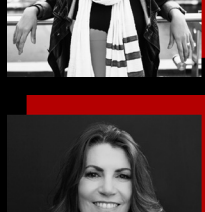
Brian Herron
Director and Principal Designer
Each&Other



Jess Majekodunmi
Director
Human Sciences Studio at Accenture



Karen Wall
Director
Invisio Ltd



John Moriarty
Senior Director of Product Design
DataRobot

13:20 Lunch

14:10 **VIDEO PRESENTATION: One Year On: Leading Innovative Design for a More Accessible Future**



Noel Joyce
Assistant Professor, IMB
NYU Shanghai

14:20 **Hairy Arms, Painting Ducks and Articulating Design Decisions**



Tom Greever
Executive Product Design Leader and
Author of "Articulating Design
Decisions"

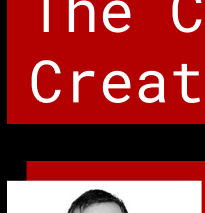
15:05 **MODERATED DISCUSSION: Collaborative Leadership: The Client/Designer Creative Relationship**



David McRedmond
Chief Executive Officer
An Post



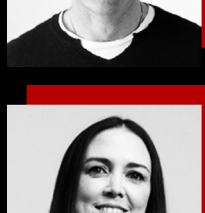
Darrell Kavanagh
Co-Founder and Managing Director
Image Now



Danielle Townsend
Design Consultant and Educator

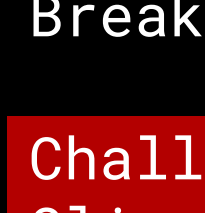
15:50 Break

16:05 **Challenging the Norm, Your Clients and the Design Industry**



Ade Chong
Creative Director
Studio Chong

16:50 **Closing Remarks**



Mary Doherty
President
Institute of Designers in Ireland (IDI)

17:00 Drinks Reception