**Nov 13-17**

**Sometimes our creative juices just need a little shake. That’s**

**why this fall, the RAF is hosting its inaugural Rochester Ad Week.**

Five days of incredible events, including workshops, forums, and national caliber keynote speakers, designed to expose us all to the creative inspiration right here in Rochester. After a few days of RAD events, you’ll be more excited than ever to show the industry what Rochester creative is all about #RADWeek.

**THE MAIN EVENT**

**SIDEBAR**

17 November

Get Tickets

6PM - 9PM

AT Artisan Works

Students: $25

Members: $50

Non-members: $60

**David Carson**

Principal and Chief Designer of David Carson Design, Inc.

Design matters. Now more than ever. Known for his unconventional style of graphic design for *Ray Gun* magazine in the 1990s and for revolutionizing visual communication all over the world.

**Adam Bryant**

*Corner Office* Columnist and Editorial Director, NYT Live

Creating a Culture of Innovation

**MONDAY, NOVEMBER 13**

**12:00—1:30**

Get Tickets

**LUNCH & LEARN:**

RID THE WORLD OF BAD PRESENTATIONSJoe Mayernik, Creative Director, Roberts Communications

AT ROBERTS COMMUNICATIONS

EVENT DETAILS –

Students: $5

Members: $10

Non-members: $15

Lunch will be provided

The success of every idea depends on the strength of how it’s presented. We’ve all had the one big idea—that passion project we’ve worked through the night and into the morning. Everyone has felt the drive that comes with it, and the desire to see it come to life. It’s time to embrace storytelling to safeguard your next groundbreaking idea from a bad presentation that can hinder said big idea from ever seeing the light of day.

**6:00‑7:00**

Get Tickets

Portfolio Building:

The Good, The Bad, & The UglyJeremy Schwartz, Truth Collective

Mike Baron, Partners + Napier

AT NAZARETH COLLEGE, MEDAILLE HALL DINING ROOM

**EVENT DETAILS +**

Nazareth students: Free

Non-Nazareth students: $5

Learn the dos and the don’ts of portfolio design from two guys who have seen more than their fair share — Jeremy Schwartz, Partner, Creative lead @ Truth Collective and Mike Baron, SVP Group Creative Director @ Partners + Napier.

**TUESDAY, NOVEMBER 14**

**12:00—1:30**

Get Tickets

**LUNCH & LEARN:**

MAKE MARKETING ANALYTICS WORK FOR YOUMike Reed, Analytics & Automated Marketing Manager, Dixon Schwabl

At Dixon Schwabl

**EVENT DETAILS +**

Students: $5

Members: $10

Non-members: $15

Lunch will be provided

Michael brings to Dixon Schwabl more than 10 years of experience in multichannel marketing and web/digital analytics. Prior to joining the DS team, he worked for SIGMA Marketing Insights and the University of Rochester. Michael earned his MBA in marketing and competitive strategy from the Simon Business School at the University of Rochester.

**5:00—9:00**

Get Tickets

**40 MINUTES & A BEER (40 MAAB)**Enter the Effies. You can’t lose.—Pete VonderlinnGoogle’s secret sauce—A firsthand experience —Ali Ali

We're packing in two outstanding speakers for this Rochester AdWeek edition for 40 Minutes & a Beer (or two). The first presentation will begin promptly at 5:45 PM.

**EVENT DETAILS +**

Members: Free

Non-members: $10

Enter the Effies. You can’t lose.

Pete VonDerLinn – Executive Creative Director at Partners+Napier

Two years ago Pete VonDerLinn challenged his agency to win one Effie. Now they have three. But much more important than the trophies is the effectiveness culture the Effies helped build at Partners+Napier. Hear the story and gain insider tips on how to win the award clients love.

Google's Secret Sauce - A Firsthand Experience

Ali Ali – Director and Principal Designer at Dwaiter

Have you ever wondered what keeps Google ticking? How they keep their employees engaged, motivated, and happy? Dwaiter director and principal designer Ali Ali reveals some of the lessons he learned while working there.

**Wednesday, November 15**

**12:00—1:30**

Get Tickets

**LUNCH & LEARN:**

Lesson’s Learned While in Improv

Truth Collective Team

AT TRUTH COLLECTIVE

**EVENT DETAILS –**

Students: $5

Members: $10

Non-members: $15

Lunch will be provided

**6:30—8:30**

**MOVIE NIGHT:**

**DESIGN DISRUPTORS**

AT THE LITTLE, THEATER 2

**EVENT DETAILS +**

Students: $5

Members: $10

Non-members: $15

The future of business is being written by companies and products that--intentionally or not--shake billion dollar industries. In Design Disruptors, enter the world of 15+ industry-toppling companies--valued at more than $1 trillion dollars combined--with one unifying secret advantage: the transformative power of design.

Design Disruptors reveals a never-before-seen perspective on the design approaches of these companies and how they are overtaking billion dollar industries through design.

**Thursday, November 16**

**12:00—1:30**

Get Tickets

**LUNCH & LEARN:**

Student Lunch & Learn: Personal Branding-Telling your personal story

Matt Smythe, Associate Creative Director, Jay Advertising

AT NAZARETH COLLEGE, CASA ITALIANA

**EVENT DETAILS –**

Nazareth students: Free

Non-Nazareth students: $5

Lunch will be provided

**The importance of a personal brand that inspires your professional life.**

There’s no getting around earning your bones. Talent and experience count in this industry. But industry talent and experience are only part of how you make a name for yourself professionally. Clients expect that you’re bringing both to the table. It’s the talent and experience you have personally—who you are as a human in this world—that set’s your work apart in depth and range, and sets you apart when they’re looking to hire.

**6:00—7:00**

Freelance Forum

Employment Law—Ben Mudrick, Harter, Seacrest, & Emmery, 6 pm

Personal Financial Management & Retirement—James Farley, NorthWest Financial, 6:30 pm

At Partners + Napier (side room)

**EVENT DETAILS +**

Members: Free

Non-members: $5

Whether self-employed or working for a major firm; learn the key financial decisions you should be making to build confidence and control around your most important goals. James Farley will share scalable strategies as it relates to cash flow management, risk management, wealth accumulation, tax strategies, and distribution planning.

**FRIDAY, NOVEMBER 17**

**12:00—1:30**

**LUNCH WITH DAVID CARSON**

AT 2VINE RESTAURANT— LIMITED AVAILABILITY

**EVENT DETAILS +**

**LUNCH WITH ADAM BRYANT**

AT CHAR— LIMITED AVAILABILITY

**EVENT DETAILS +**

**6:00—9:00**

**ROCHESTER ADWEEK MAIN EVENT**

**ADAM BRYANT & DAVID CARSON**

AT ARTISAN WORKS

EVENT DETAILS +

Adam Bryant

Adam Bryant conducts interviews with chief executives for Corner Office, a feature about leadership and management in The New York Times and on NYTimes.com that he started in March 2009. It now appears twice weekly, on Friday and Sunday.

Adam has had many roles at The Times, including business reporter, deputy business editor, deputy national editor and senior editor for features. He is also a former senior writer and business editor at Newsweek magazine. Adam was the lead editor of a series on the dangers of distracted driving that won a Pulitzer Prize for National Reporting.

David Carson

David Carson is a graphic designer, art director and surfer. He is best known for his innovative magazine design, and use of experimental typography. He was the art director for the magazine Ray Gun, in which he employed much of the typographic and layout style for which he is known. In particular, his widely imitated aesthetic defined the so-called "grunge typography" era.

In a feature story, Newsweek magazine said of Carson that he "changed the public face of graphic design".

His layouts featured distortions or mixes of 'vernacular' typefaces and fractured imagery, rendering them almost illegible. Indeed, his maxim of the 'end of print' questioned the role of type in the emergent age of digital design, following on from California New Wave and coinciding with experiments at the Cranbrook Academy of Art.

When Graphic Design USA Magazine (NYC) listed the “most influential graphic designers of the era” David was listed as one of the all time 5 most influential designers, with Milton Glaser, Paul Rand, Saul Bass and Massimo Vignelli.

LEGALS:

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We strengthen our creative communications community through programs & events that educate and inspire great work.