

2013 PR Committee Report

PRESENTED BY KENN WAPLINGTON RGD, COMMITTEE CHAIR

MEMBERS: DIEGO CASCO RGD, MARAWAN EL-ASFAHANI RGD, BOB HAMBLY RGD, ANDREW KUZYK RGD, WENDY MILLARD RGD, BARRY QUINN RGD

The Committee's primary responsibility is to raise awareness of the Association and the RGD designation. After many discussions and a review of past efforts, the Committee strategized that the best conduits to business are Members and strategic partners, and DesignThinkers is a prime vehicle for our efforts. So, in 2013 the Committee launched two DesignThinkers-related initiatives involving Members and partners.



“Bring a Client’ provided a chance to explain my designation to someone in business and communicate the value of the graphic design profession.”

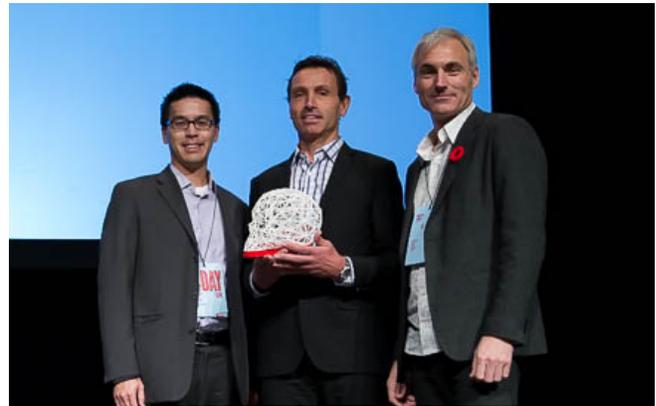
CAROLINE BRUCKNER RGD

For the ‘Bring a Client’ program, RGD conference delegates can invite a client to a free session. In 2013, approximately 20 RGD Members took advantage of the opportunity, and the response was positive. This year we will expand the program with ‘Bring a Client’ talks on both days. Past DT speaker Marty Neumeier will speak November 6 about the increasing role of creativity in business. Andy Epstein, author of *The Corporate Creative*, will speak November 7 on involving in-house design teams in strategic projects to foster innovation.

“The DesignThinker of the Year Award shines a spotlight on the role design can play in business success and innovation.”

ROTMAN DESIGN WORKS DIRECTOR MARK LEUNG

In 2013, RGD partnered with Rotman, Canada’s top business school, to create the DesignThinker of the Year Award to honour a Canadian executive who has demonstrated an appreciation for design. Nominations were reviewed by a



panel of judges that included Apple Executive Creative Director Alan Dye. Our 2013 DesignThinker of the Year, MEC CEO David Labistour, flew to Toronto to accept his Award at the conference. In 2014, RGD will again partner with Rotman, with the Call for Nominations opening in August.

In 2012, RGD launched our Expert Bureau as a resource for media and event organizers. In 2013, we suggested 4 Experts when TVO asked for panelists for a segment on visual literacy for *The Agenda*. Barry Quinn RGD was selected to participate in an episode that aired in December, was replayed in January and has 1,200 views online. We will recommend Experts over the coming year to our growing media list of over 370.

“Barry Quinn was terrific on the panel. His contributions were critical to making it such a compelling conversation.”

THE AGENDA PRODUCER

We continue to partner with the Toronto International Film Festival to bring a film-related design speaker to speak at DesignThinkers and at a related TIFF/RGD event. The Advertising and Design Club of Canada’s annual Awards coincides with DesignThinkers Conference again this year, and we will cross-promote our events. And Rotman will co-host an event during DesignThinkers with one of our conference speakers. Through media partnerships, we receive over \$40,000 in free advertising including in *Applied Arts*, *Print* and *Design Edge*, and we will be working with many organizations to spread the word about our CreativeEarnings Survey.

Our focus for 2014 will continue to be on devising outreach strategies among our client audience, media and the public.