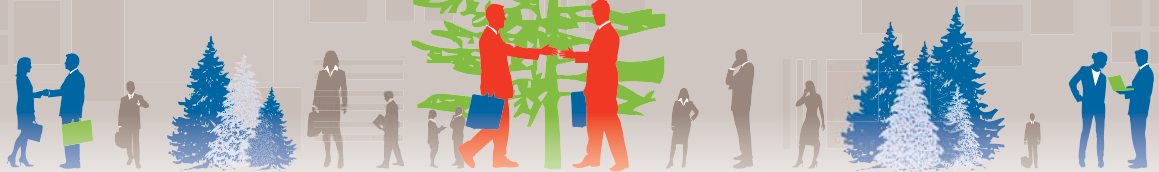


# INNOVATION WORKSHOP

## Designing for the Experience

# WE|RE

## DESIGNING THE FUTURE OF PLACE



### WHAT IS THE INNOVATION WORKSHOP?

Members of the WE and CREC communities are collaborating to design a unique, experiential conference that engages participants around the challenge of: Designing for the Experience.

The conference will spark a dialogue on various forms of disruption – digital, customer demands, finance, worker preferences – facing our industry and their impact on how we design to meet evolving demands.

Expect to experience conference disruption in various ways and to interact on how the shake up changes your own perceptions and practices!

### WHY ATTEND?

Now is the time for this special event! “WE|RE in a moment of tremendous and diverse disruptions.” How will we think, interact and react in order to Design for the Experience?

Participants will benefit from a new conversation that talks differently about the impacts of disruptions on how we design for the experience. Different tracks will enable active, thought-provoking learning to apply in your daily work.

### IMPORTANT DETAILS:

- ➔ **Where:** Nike Campus in Portland, OR
- ➔ **When:** July 14 – 15, 2016
- ➔ **Cost:** \$299; limited to 90 attendees!
- ➔ **Find out more from a WE and CREC representative!**
- ➔ **Register:** [tinyurl.com/wereworkshop](http://tinyurl.com/wereworkshop)

BROUGHT TO YOU BY:

