

RGD

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Events Committee Annual Meeting Report

**Presented by: Alexandra Vranjesevic RGD
April 20, 2023**

Schedule Day 1

8:00 AM

Registration Open
Breakfast Available
Supplier Showcase
(Open All Day)

Morning Roundtables
Meridian Hall
Lower Lobby

8:15 AM

Radim Malnic
Mindful Creativity
Workshop
Meridian Hall
Castpoint Numa Lounge

8:30 AM

Nicola Hamilton
Opening Remarks
Meridian Hall
Main Stage

9:45 AM

Chris Do
Natural Born Seller
Meridian Hall
Main Stage

10:30 AM

Forest Young
Outside Inside
Meridian Hall
Main Stage



11:30 AM

Emmi Salonen
Creative Ecosystem: How
To Nurture And Sustain
Creative Wellbeing
Meridian Hall
Main Stage

11:30 AM

Peter Bilak
What Is Good Design,
And Can Typography
Have A Positive Impact
On Society?
St. Lawrence Centre
Burns Appel Theatre

11:30 AM

Farai Madzima
I'm Not REALLY
Listening. Neither
Are You. And We're
Missing Out.
St. Lawrence Centre
Jane Mallet Theatre

11:30 AM

Christopher Rouleau
Lettering Workshop
Meridian Hall
Castpoint Numa Lounge



12:30-1:30 PM

Book Signing
With Paula Scher
Meridian Hall
Mozzaine

12:30-1:30 PM

Lunch Roundtables
Meridian Hall
Lower Lobby

12:45-1:45 PM

Design Educator Panel
Meridian Hall
Lower Lobby - Boardroom

1:45 PM

Noel Cottrell
Creative Violence
Solves Everything
Meridian Hall
Main Stage

1:45 PM

Emily Cohen
Advocating For Design
St. Lawrence Centre
Burns Appel Theatre

1:45 PM

Dalit Shalom
Designing For Trust
St. Lawrence Centre
Burns Appel Theatre

1:45 PM

Xandr Sutjiadi
& groana melendez
Finding Your Voice
Meridian Hall
Castpoint Numa Lounge



2:45 PM

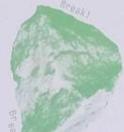
Rejane Dal Bello
Designers' Syndromes
Meridian Hall
Main Stage

2:45 PM

Parker McLean
Put Yourself In
The Game
St. Lawrence Centre
Burns Appel Theatre

2:45 PM

Paul Trani
Exploring The Interplay
Of A.I. And Creativity
In Design
St. Lawrence Centre
Jane Mallet Theatre



Total Number of attendees
at RGD events in 2023: 4,841

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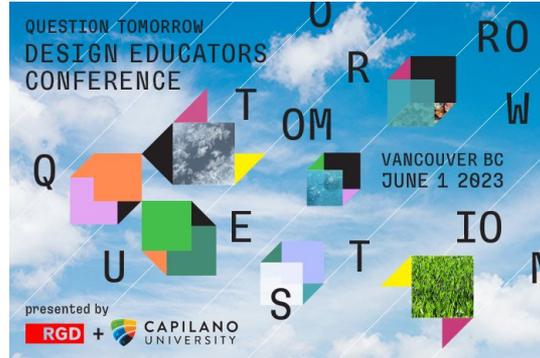
2023 Conferences



DesignThinkers Vancouver

May 30–31

674



Design Educators Conference

Capilano University, Vancouver

June 1

43



DesignThinkers Toronto

November 2-3

In-Person: 2,067 Streaming: 247

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2024 Conferences

**INTO THE
RABBIT
HOLE**

RGD DESIGNTHINKERS
2024

**DesignThinkers
Vancouver**
May 28-29
Vancouver Playhouse



**Design Educators
Conference**
May 30
Vancouver Community
College



**In-House Design
Conference**
June 20
Toronto Reference Library

**INTO THE
RABBIT
HOLE**

RGD DESIGNTHINKERS
2024

DesignThinkers Toronto
November 7-8
Meridian Hall

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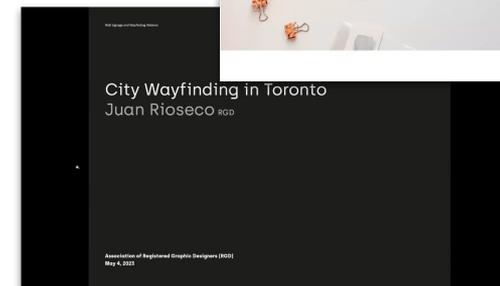
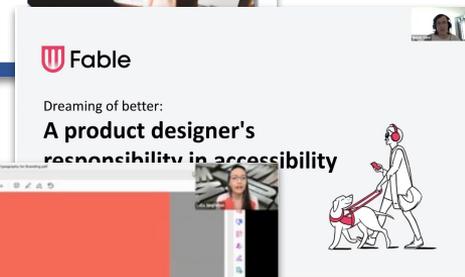
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2023 Webinars

Total of **48** webinars with **1,810** in attendance

Top 5 Webinars:

1. Design and Accessibility — A Powerful Combination - Presented by *Emmanuelle Goodier, Wendy Lockyer*
2. Dreaming of better: A product designer's responsibility in accessibility - Presented by *Mohammad Owainati*
3. Strategic typography for branding - Presented by *Leila Singleton*
4. RGD in-House perspectives webinar - Presented by *Lisa Parkyn RGD and Simon Clancy*
5. City wayfinding in toronto - Presented by *Juan Rioseco RGD*



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2024 Webinars

Total of **13** webinars in 2024 with **518 attendees**

Top 4 Webinars:

1. The Evolution of the Proposal - Presented by *Meghan Cree-Smith*
2. Advancing Your Design Practice - Presented by *Andy Vitale*
3. Freshly Certified — Creating Effective Case Studies - Presented by *Jared Label RGD, Juan Rioseco RGD and Maria Sinisterra RGD with Amanda Boltë RGD as moderator*
4. Building your Table of Influence - Presented by *Josh McInerney RGD*



Unlocking the Value of Design:
Advancing Your Design Practice



@andyvitale



Building Your Own
Table of Influence

JOSH MCINERNEY RGD

Webinar Analysis

Top 3 webinar categories: **Accessibility**,
In-house perspectives & Wayfinding

Attendance vs registration,
average is **62%**

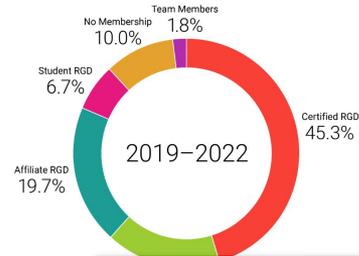
Higher attendance overall when webinar was
held at **12pm EST**, higher attendance from
other time zones when held at **1pm or 2pm EST**

About the Webinar Analysis

This webinar analysis represents an effort by the Virtual Professional Development Committee (VPDC) to explore past webinars by the RGD in order to help inform future RGD programming.



Overall Affiliation



Webinar Data Set

The data set is comprised of RGD webinar data from 2019 through to 2022, for a total of **154 webinars**.



*Several months of data for this year are unavailable.

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Local In-Person Events

- Overall, we're seeing a strong turnout at events with interest expressed for additional events in all cities
- Trivia Night Tour across Canada:
 - Edmonton, Toronto, Calgary and Vancouver
 - Future events planned for Ottawa, London, Moncton and Charlottetown
 - Highly positive feedback with a demand for more similar events expressed



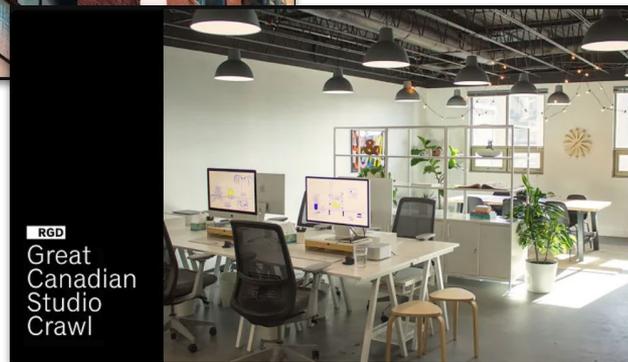
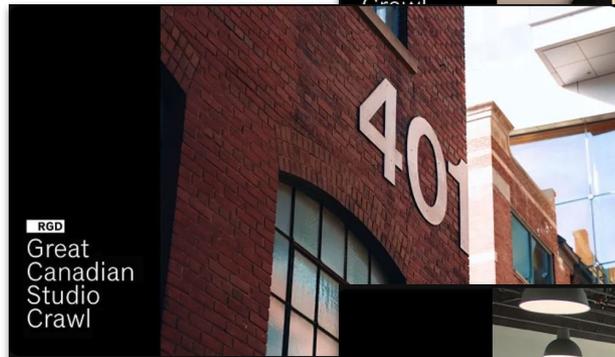
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The Great Canadian Studio Crawl - 2024

On **March 22, 2024**, **16 new studios (36 total)** have garnered **3,200 views** on their videos, which will continue to be available on the RGD's YouTube page.



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Type Workshop: From Drawing to Implementation

Presented by Eleni Beveratou

- Workshop focuses on both practical and theoretical aspects of type design, divided into four segments.
- Segments cover topics such as emotional influence on type, size considerations, multilingual coherence, and accessibility features.
- **May 30** - Vancouver / **May 31** - Edmonton / **June 03** - Calgary



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Event Promotion & Partnerships

Identify opportunities to promote RGD events and assist the team on an ongoing basis

Promotion on **Instagram** through stories and highlights

Promotion on **LinkedIn** using short clips from recent webinars

Cross-promotion with other organizations

April Webinars

Creative Problem Solving

Careers

Pitching

Branding

Free for RGD Members
\$35 for Non-Members

Curiosity for the Win

Michelle Renee

Thursday, April 4; 2:00 – 3:00 p.m.

Free for RGD Members
\$35 for Non-Members

Beyond the Brand Book

Edmund Lam

Thursday, April 11; 2:00 – 3:00 p.m.

Free for RGD Members
\$35 for Non-Members

Arguing Drives Better Design.
No. It Doesn't.

Max Sawka & Jeffery Rae

Thursday, April 18; 2:00 – 3:00 p.m.



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Overall DT TO experience

Identify, research, plan and execute initiatives to improve the experience of attendees at DesignThinkers in Toronto (November)





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Events Committee Volunteers

Secretary **Meghan D'Mello RGD,**
Carolina Balderas Prov. RGD, Rahul Bhogal RGD,
Faron Dawe RGD, Rachel Kochany RGD,
Selena Mangoni Prov. RGD, Maggie Ostler RGD,
Kathleen Scott RGD, Faron Dawe RGD, Nicole Duncan RGD,
Alyssa McAuley RGD, Lia Smith Prov. RGD, Vicky Pham,
Nicholas Naughton-Rumbo, Anika Aggarwal,
Sabrina Young RGD