

IDSA Trends & Strategies seminar
 Design: The New Frontier
 April 6, 2001 Seattle, WA

Begin	Agenda	Speaker
9:30	Overview of workshop agenda and objectives	Katrina Galway & Kevin Schmidt
9:40	Introduction of speakers	Speakers
9:45	Introductions around the room by each participant	Participants
10:00	Initial framework overview of three interconnected domains for design trends: Technology, Customer Lifestyle, and Business Practices. (participants write down trends as they come to mind)	Katrina Galway
10:15	Participants post up their trends, and comments on the framework; Break	all
10:30	Read, and affinity post-its	Katrina Galway facilitates
10:50	Technology Trends	Kevin Schmidt & Robert Suarez
11:10	Breakout groups edit and suggest new technology trends; create internal affinity of 5 key trends	All
11:40	Each breakout group presents; a single list is compiled	Kevin Schmidt facilitates
12:10	Lunch	
1:00	Lifestyle Trends	Pat Jordan
1:45	Breakout groups edit and suggest new technology trends; create internal affinity of 5 key trends	All
2:15	Each breakout group presents; a single list is compiled	Pat Jordan facilitates
2:45	Break	
3:00	Business Practice Trends	Philippe Cailloux
3:20	Breakout groups edit and suggest new technology trends; create internal affinity of 5 key trends	All
3:50	Each breakout group presents; a single list is compiled	Philippe Cailloux facilitates
4:20	The compiled list of key trends in each domain is posted in the front of the room. Participants arrange them into rows of: happening now, nascent, or distant.	Kevin Schmidt facilitates
4:35	Participants receive adhesive dots to mark five votes of the trends that will be the most impactful to design. The votes are tallied, and the most important trends are noted.	Katrina Galway facilitates.
5:00	Closure	