# Brand Day
Oct. 4, 2012
K-State Student Union

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>10–10:15 a.m.</td>
<td><strong>Welcome</strong>&lt;br&gt;Jeff Morris, VP for communications and marketing</td>
<td>Big 12 Room</td>
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<td>10:15–10:30 a.m.</td>
<td><strong>Visit Licensed Vendors</strong></td>
<td>2nd Floor Concourse</td>
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<td>10:30–11 a.m.</td>
<td><strong>Concurrent Sessions</strong> (Pick One)&lt;br&gt;&lt;br&gt;<strong>Brand Guide</strong>&lt;br&gt;Jim Rigg, director of design services&lt;br&gt;Steve Logback, AVP for communications and marketing</td>
<td>K Ballroom</td>
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<td></td>
<td><strong>Social Media</strong>&lt;br&gt;Cindy Hollingsworth, social media manager&lt;br&gt;Melissa Morris, social media specialist</td>
<td>S Ballroom</td>
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<td><strong>Printing (repeated in afternoon)</strong>&lt;br&gt;Greg LeValley, director of university printing</td>
<td>U Ballroom</td>
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<td>11–11:15 a.m.</td>
<td><strong>Visit Licensed Vendors</strong></td>
<td>2nd Floor Concourse</td>
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<td>11:15–11:45 a.m.</td>
<td><strong>Concurrent Sessions</strong> (Pick One)&lt;br&gt;&lt;br&gt;<strong>Newsletters, Magazines and Publications</strong>&lt;br&gt;Jim Rigg, director of design services&lt;br&gt;Katie Mayes, director of marketing services</td>
<td>K Ballroom</td>
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<td><strong>Photography</strong>&lt;br&gt;Dave Mayes, university photographer&lt;br&gt;Matt Binter, assistant university photographer</td>
<td>S Ballroom</td>
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<td><strong>CMS and Web Development (repeated in afternoon)</strong>&lt;br&gt;Bill Herndon, director of web services&lt;br&gt;Janelle Corkill, web specialist</td>
<td>U Ballroom</td>
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<td>11:45 a.m.–1 p.m.</td>
<td><strong>Lunch on Your Own</strong>&lt;br&gt;<strong>Visit Licensed Vendors</strong></td>
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*cont. on reverse*
1–1:30 p.m.  
**Concurrent Sessions** (Pick One)

**Video**
Jim Mock, director of video production services  
K Ballroom

**Persuasive Communications for Alumni/Donors**
Susan Berhow, assistant director of communications, KSU Foundation  
S Ballroom

**Printing**
Greg LeValley, director of university printing  
U Ballroom

1:30–1:45 p.m.  
**Visit Licensed Vendors**  
2nd Floor Concourse

1:45–2:15 p.m.  
**Concurrent Sessions** (Pick One)

**Trademark Licensing**
Tami Breymeyer, director of licensing  
K Ballroom

**Editorial Style Guide**
Jennifer Tidball, writer/editor  
Audrey Taggart-Kagdis, assistant director/marketing, K-State Student Union  
Erinn Barcomb-Peterson, director of news and editorial services  
S Ballroom

**CMS and Web Development**
Bill Herndon, director of web services  
Janelle Corkill, web specialist  
U Ballroom

2:20–3 p.m.  
**Moving Forward**
Jeff Morris, VP for communications and marketing  
Steve Logback, AVP for communications and marketing  
Big 12 Room

3–3:30 p.m.  
**Visit Licensed Vendors**  
2nd Floor Concourse

**Adjourn**