

# Access Graphic Design Magic Dust

## Hire a design team that won't drop you at the last minute.

1. You need your team on hand to pull through to the 11<sup>th</sup> hour.
2. Give them the raw materials and branding guidelines they need.
3. Find a team that has a reputation for good communication skills

## Allow enough time in your project plan to get all the design implemented.

1. Your designers will touch almost every detail of your event to create a seamless, hybrid and immersive experience.
2. Give your design team enough time to solve each of these problems.

## Project planning and tracking is key for big events

1. Get a project manager to manage the lists (they're boring for designers).
2. Have a firm, kind and organised project manager to keep a tight eye on deadlines, and check all artwork for compliance with the brief.
3. Use tracking tools that are strongly visual to allow visually-oriented designers to check their progress quickly without having to change modes in their brains.

## Have clarity in your own thinking about which set of visuals will be the hero at the event (the right answer is the event theme).

1. The Event that provides meaningful human experience and engagement is the one that will create long-lasting brand relationship with your audience.
2. Avoid putting your logo on everything, especially gifts.
3. Design is there to create a seamless elevated experience that you craft for the people you hope will fall in love with what your brand offers them as human beings.

## Keep your own sign-off committee small and brand-sensitive.

1. Too many opinions spoil the design and create delays that are not worth the stress.
2. The right opinion is the one that understands the most up-to-date guidelines of your brand.
3. Avoid a committee that will make changes for the sake of change.
4. A poor brief is what generates endless reverts.
5. A tight brief gets the best result.

### EXPECT THIS:

There will be failures in the design, print, digital, wifi and manufacture processes.

Give your designers a pack that includes: high res imagery, logos, fonts, layered, open files, Corporate Identity Guidelines

Designers are creatives, black-belt problem solvers, and process chunker-upperers who will deliver gold given the opportunity.

Send them donuts regularly.

