

## COLLABORATE, NETWORK, BUILD! W/ NATIONALLY RECOGNIZED THINKERS AND DOERS

Sessions on sketchnoting, prototyping, ethnographic research, user experience and more. Experience creativity applied in non-traditional settings and disruptive ways to yield innovative results.



This is where experience goes to work!!



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**ALL DAY FRIDAY NOV. 8TH**  
★ AT DISCOVERY WORLD ★

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## “THE COMPASSION PROJECT”



The project assignment that turned into a full-fledged movement. A collaboration between GE Healthcare and MIAD, as retold by Bob Schwartz, GM of Global Design at GE Healthcare and Neil Hoffman, President of Milwaukee Institute of Art & Design.

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## SCHEDULED PRESENTERS



Lincoln Fowler, Colectivo  
Ken Leinbach, Urban Ecology Center  
Tori Gibbs, Kohl's  
Mark Clements, The Milwaukee Rep  
Mike Rohde, *The Sketchnote Handbook*  
Laj Waghray, Red Crane Productions  
Gary Mueller, BVK  
Tyanna Buie, MIAD  
Cindi Thomas, Translator  
Jose Chavez, cafe la Paloma

For more info & registration visit  
[creativemilwaukeeatwork.com](http://creativemilwaukeeatwork.com)

