

2017 Business Archives Section Colloquium

Wednesday July 26th

Finding Inspiration in Your Company History Using Media and Design

Agenda

1:00PM - 1:15 PM - Introductions

1:15PM - 2:15 PM – Presentation: **How a Brand's History Can Shape Its Future**
by Britton Taylor and Thomas Harvey of Wieden+Kennedy

Case Studies:

- Old Spice, Coca-Cola and KFC
- Q&A

2:15PM - 2:30 PM - Break

2:30PM – 2:40 PM – Media Training Tips by Ted Ryan of Coca-Cola

2:40PM - 3:45 PM – Workshop: Media Training for Business Archivists

3:45PM - 4:00 PM – Break

4:00PM - 5:00 PM – Panel: **Inspiring Future Design: Lessons from Companies That Tap Archives To Develop New Products**

- Bill Jackson – Harley-Davidson
- Tracey Panek – Levi Strauss & Co.
- Scott Reames – Nike
- Cristina Vignone – Tiffany & Co.