

## Conference at-a-glance

### **Monday, September 14**

- 10:00 a.m. – 11:00 a.m.      HDB91A – Hospitality Design magazine’s Wave of the Future
- 11:30 a.m. – 12:30 p.m.      HDB92A – Using Color in Hospitality to Stimulate Your Brand  
HDB92B – Creativity Unleashed: McDonald’s Boutique Reinvention
- 1:00 p.m. – 2:00 p.m.      HDB93A – HD Boutique Keynote Conversation – Jeffery Beers  
in conversation with Michael Adams
- 1:00 p.m. – 3:00 p.m.      HDB9SV1 – Site Visit – Epic
- 2:30 p.m. – 3:30 p.m.      HDB94A – What Does it Mean to be Green?  
HDB94B – Affordable Hotels 2.0: Hybrids, New Brands, and Fresh Ideas
- 3:45 p.m. – 5:40 p.m.      HDB9SV2 – Site Visit – The Betsy Hotel and The Mondrian

### **Tuesday, September 15**

- 10:00 a.m. – 11:00 a.m.      HDB95A – Designing the New Guest Spa and Bathing Experience  
HDB95B – Global Trends: A Look at Innovative Places to Eat, Drink, Stay, and  
Be Social—and the Designs Behind Them
- 10:30 a.m. – 12:30 p.m.      HDB9SV3 – Site Visit - Viceroy
- 11:30 a.m. – 12:30 p.m.      HDB96A – Nightlife Now  
HDB96B – Remaking a Luxury Icon: The Fontainebleau Renovation Case Study
- 1:00 p.m. – 2:00 p.m.      HDBFS1 - Pecha-Kucha™: Design Authenticity –FREE Session  
HDBFS2 – Brand You: Discovery and Reinvention to Keep Your Career  
Moving Forward – FREE Session
- 1:30 p.m. – 3:30 p.m.      HDB9SV4 – Site Visit – Fontainebleau
- 2:00 p.m. – 3:30 p.m.      HDB97A – Conversations: The Radical Innovation Awards