



Capitol Creative Alliance
Capitolcreativealliance.org
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**design
week
sac**

DESIGN WEEK SACRAMENTO: OCT 16-22, 2023

October 2, 2023

Mark your calendars and get ready for an exciting week of creativity and inspiration! Design Week Sacramento is coming back for its fifth year, from October 16th to 22nd!

This year, Design Week Sacramento introduces an exciting new format. There will be nightly events throughout the week, each focused on a different creative industry, followed by an inspiring conference-style weekend hosted at The Urban Hive. The weekend will feature motivating keynotes along with breakout sessions covering business development, professional growth, and creative workshops.

Tickets are on sale now! Tickets for the community events are free or donation-based. Individual tickets for the two-day conference are \$50 for the full conference, or \$200 for a group of five.

The community events will include a Design Week edition of our speaker series Creativity Speaks, studio tours, and a Happy Hour at Device Brewing Co. at the Ice Blocks on Fri, Oct 20th at 5:30 pm.

For the conference, the topics will include: Cultivating Culture in our Cities through Art & Design with Jason Jong, the new Cultural and Creative Economy Manager of the City of Sacramento, How to Launch a Business, and The Impact of Mentorship. There will also be a Case Study on Metro Chamber of Commerce's new website, a zine workshop and a keynote talk about creating a brand for the Sacramento Region with the Greater Sacramento Economic Council.

Please help spread the word! To make it easy, there are links to the event graphics and suggested copy for social media posts. Sponsors, community partners and volunteers are also welcomed. Find out more information about how to get involved at designweeksac.com.

Here are all of the details:

- [Link to tickets](#)
- [Link to event graphics](#)

Get involved:

- [Sponsor](#)
- [Volunteer](#)



COMMUNITY EVENTS

MONDAY

1:30 pm

Studio Tour

WeidnerCA

5001 24th Street Sacramento, CA 95822

[Ticket Link](#)

TUESDAY

5:30 pm

Creativity Speaks

The Urban Hive

1007 7th Street Sacramento, CA 95814

[Ticket Link](#)

WEDNESDAY

3:00 pm

Fathom Studio Tour

1609 Dreher St Unit D Sacramento, CA 95811

[Ticket Link](#)

5:30 pm

Hidden Temple Studio Tour

1767 Tribute Rd., Suite J Sacramento, CA 95815

[Ticket Link](#)

THURSDAY

12:00 pm

Studio Tour

RSE

2020 L St., #100, Sacramento, CA 95811

[Ticket Link](#)

5:30 pm

Exhibition Design Tour - SOLD OUT!

Crocker Art Museum

1007 7th Street Sacramento, CA 95814

[Ticket Link](#)

FRIDAY

5:30 pm

Get Ahead Happy Hour

Device Brewing Co.

1610 R St #145, Sacramento, CA, 95811

[Ticket Link](#)

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CONFERENCE - DAY 1

SATURDAY

9:15 am - Keynote

The Multi-Facted Creative

Will Rodriguez, WeidnerCA

10:00 am - Breakouts

How to Launch a Business

Celia Couhglin-Surrige, Better Business Bureau
Michelle Dahl, Career Creatives

Crafting a Creative Culture

Shawn Kahan and Curtis Currier,
Yellow Brick Group

Design For Public Policy And Civic Engagement: Strategic Communications For Non-Profits

James Hackett-Little, Creative Strategist
Thea Appling, Digital and Creative Consultant
Julie Baker, Californians for the Arts

11:00 am - General Session

Facilitated Networking

Jennifer Bourn, Motivations AI

1:30 pm - General Session

The Impact of Mentorship

Marcy Wacker, Sacramento State
Stacey Baradit, Peregrine
Monica Griffs, Sacramento Metro Chamber
Laiza Oliveira, Clark/Sullivan Construction

2:30 pm - Breakouts

Pricing, Packaging and Positioning

Jennifer Bourn, Motivations AI

Leading High-Performing Creative Teams

Phil Tretheway, Position
Tamara Lawrence
Rashael Parker, SkySlope

A Career in UI/UX

Moderator: Marko Dugonjić, Creative Nights
Christina Florente, CA Dept. of Technology
Stacey Baradit, Peregrine
Carmen Zagazeta, Blue Shield of California

3:30 pm - Breakouts

Promoting and Growing Your Business

Celia Couhglin-Surrige, Better Business Bureau

Origin Stories

Angelo Esquivel, Independent Designer
Brina Patel, Reframe
Carmen Zagazeta, Blue Shield of California
Eddie Rodriguez, Mero Pictures
Steph Zangeneh Azam, Mighty Within

Making Space for Translation

Mónica Nainsztein, Localpsum

4:30 pm - General Session

Finding Balance

Megan Morgan, My Yoga Audio

5:30 pm - Mixer

CONFERENCE - DAY 2

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SUNDAY

10:15 am - Keynote

Cultivating Culture in our Cities through Art & Design

Jason Jong

11:00 am - Breakouts

Zine Pop-Up

Justina Martino and Jazel Muñoz

How to Build a Case (Study)

Landon Lee, Noble Creative Co.

Carmen Zagazeta, Blue Shield of California

Lessons Learned from Building a Resource Site

Monica Griffis, Sacramento Metro Chamber

Floyd Diebel, EMRL

2:00 pm - General Session

How a Creative Team Impacts Business Results

Facilitator: Lori Bartle

Tra Huynh, Two Twenty Photos

Maggie Giordanengo, Honey

2:45 pm - Breakouts

How to Talk About Your Creative Work

Katie McCleary, Author, Professor of Leadership

Michelle Dahl, Fine Artist, Career Creatives

Diversity and Inclusion in the Photo Industry

Jyotsna Bhamidipati, Photographer

Motion Design Workshop

John Blake, Capacity Studios

Landon Lee, Noble Creative Co.

Tori Cincotta, Zendesk

4:30 pm - Keynote

Building a Brand for the Sacramento Region

Hugo Martinez, Greater Sacramento Economic Council

Amber Williams, un/common

Brantley Payne, un/common

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About Capitol Creative Alliance

Capitol Creative Alliance is a regional nonprofit organization that gathers the creative community together for education, inspiration and connections. They champion and inspire the professional creative community to build a thriving Sacramento region.

Capitol Creative Alliance (CCA) amplifies, connects, and empowers the Sacramento Region's professional creative community. While CCA was founded in 2021, the founders all come from creative organizations and have collectively spent years building a robust network that includes designers, developers, marketing and advertising professionals, print publishers, independent artists and writers, photographers, sound recorders, motion graphics and video producers, and more.

CCA serves as a nexus for educators, students, recent graduates, and creative professionals at all levels of their careers. They are the connection between recruiters, hiring managers, project managers, clients and creative professionals. Their Job Board and Slack channel serve as tools for us to share opportunities with our community.

"The Capitol Creative Alliance and by extension Design Week Sacramento have become an important hub of action for our creative community...Design Week Sacramento provides our students a grounding in our creative community beyond the university. The opportunity to meet, learn and volunteer alongside other students and professionals from the region build the connections that encourage our future graduates to invest their talents into our city."

-John Forrest, Professor, Department of Design, Sacramento State

Please reach out if you are interested in getting involved or need more information.

In community,

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Program Lead / Design Week Sacramento
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Find us on social media:

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