

# **Think Like An Architect: Envision Solutions, Not Problems**

November 14, 2023

*“Obstacles are those frightful things you see when you take your eyes off your goal.”*

**-Henry Ford**



**WHAT IS OUR ROLE?**



# WE ARE EXPER IENTIAL ARCH ITECTS

*"We are architects of experience, and we create memories through the art of Design Thinking."*





**DESIGN THINKING  
CHANGED MY LIFE**



**Start With the  
“WHY”**

**A Disciplined  
Mindset**

**Team First  
Collaboration**

**Organized  
Flow**

**An Inspirational  
Process**

**Altered Perception  
of Creative**

# **A Few Questions For You**



# Who has documented their process?

*(Show of hands)*





# Who uses Design Thinking?

*(Show of hands)*



# Who has evolved a project through Design Thinking?

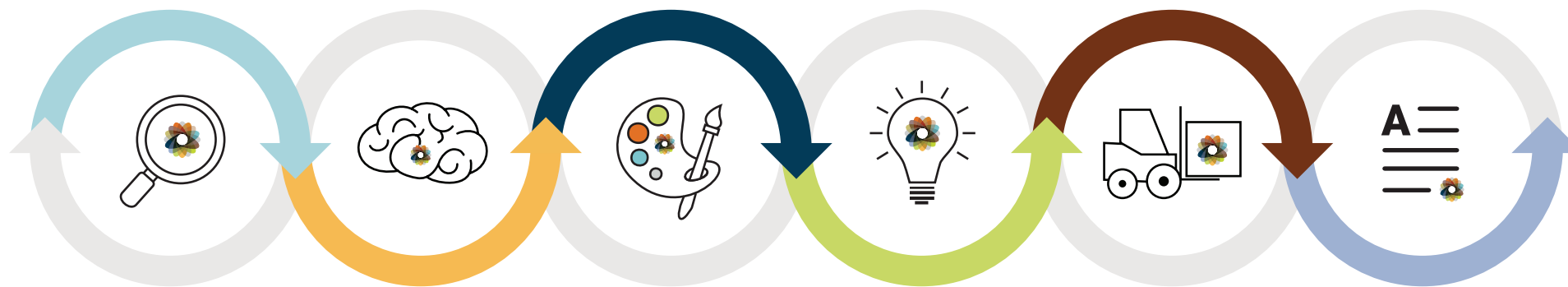
*(Show of hands)*



**HOW WE BRING IT  
TO LIFE AT GES**



# GES DESIGN THINKING PROCESS



## DISCOVER

discuss, share initial ideas, goals, resources, build team

- Establish intent
- Leadership team reviews brief
- Identify deliverables
- Budget discussion
- Discuss timing

## THINK

strategy, brief, kickoff, brand, insights

- Brief full team
- Discuss brand direction
- Define success measures
- Discuss and define approach
- Align on strategy & insights
- Budget direction

## CREATE

design, ideation, storytelling

- Insights to creative
- Create story
- Design style guide
- Creative direction
- Creative Team execution
- Detailing
- Discuss timing

## CONCEPT

fab shop oversight, QA, prototypes, innovation

- Discover best practices
- Innovate & test
- Creative direction & build approvals
- Checklist review

## PRODUCE

venue, walk-through, on-site interaction

- Insure creative integrity is executed
- Fit & Finish
- Brand representation
- Operational excellence

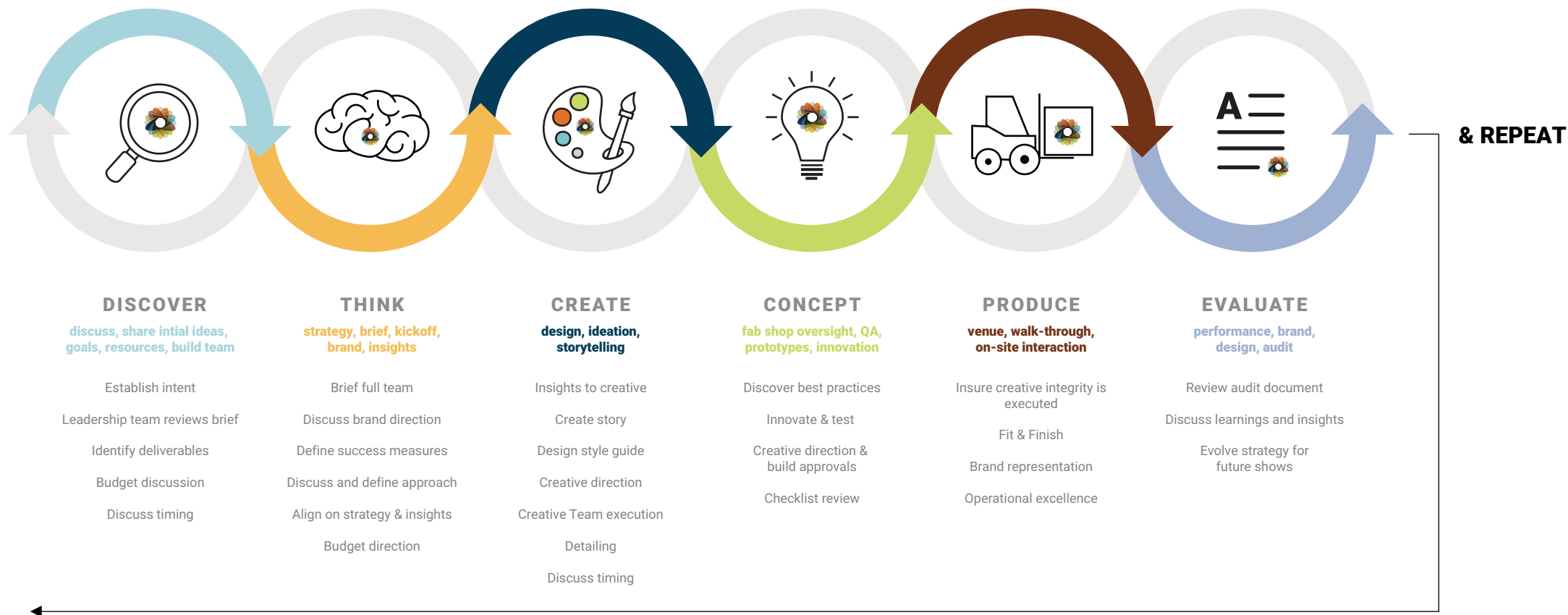
## EVALUATE

performance, brand, design, audit

- Review audit document
- Discuss learnings and insights
- Evolve strategy for future shows



# GES DESIGN THINKING PROCESS



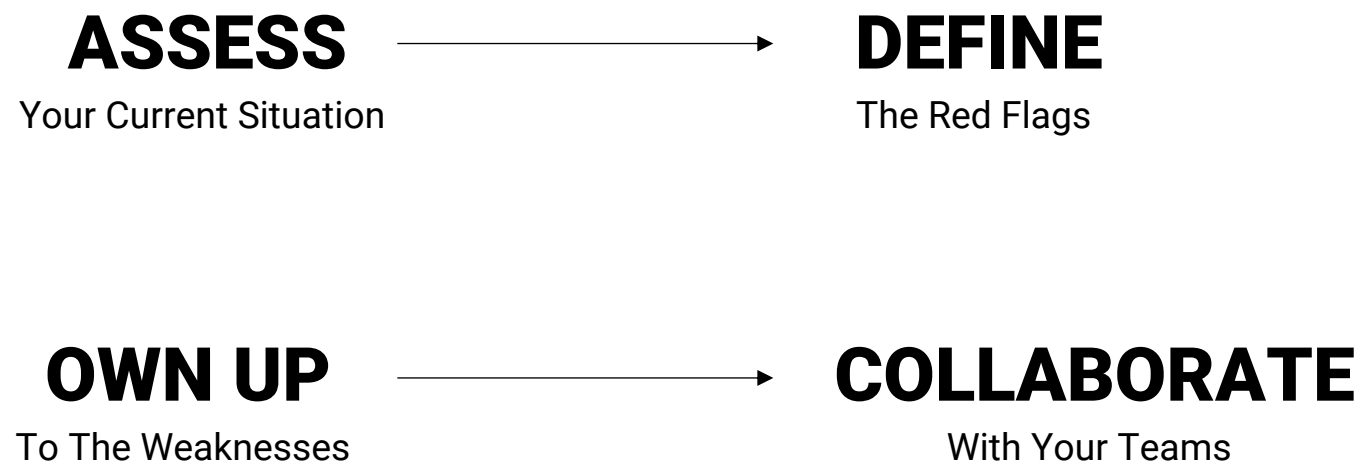


# **HOW TO BUILD ONE OF YOUR OWN**



# BEGIN WITH AN OPEN MIND

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# MAKE IT YOU-NIQUE

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Put Your Own Spin On It | Use What You Know





**BUT, YOU  
CAN'T  
DO IT  
ALONE**

**PROCESS**

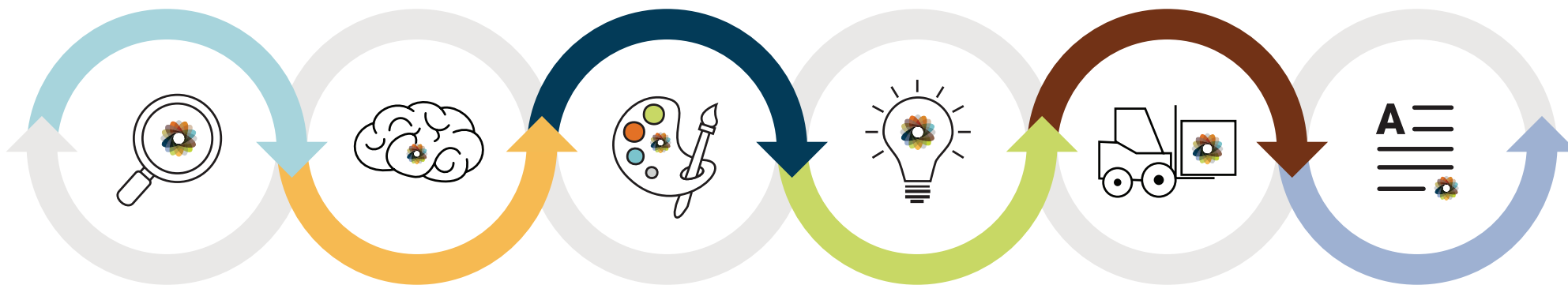
**MEANS NOTHING IF YOUR**

**TEAM**

**DOESN'T BUY INTO IT**



# STEP 1: Empowering Process: Craft Individual Phase Headings with Team Input and Data



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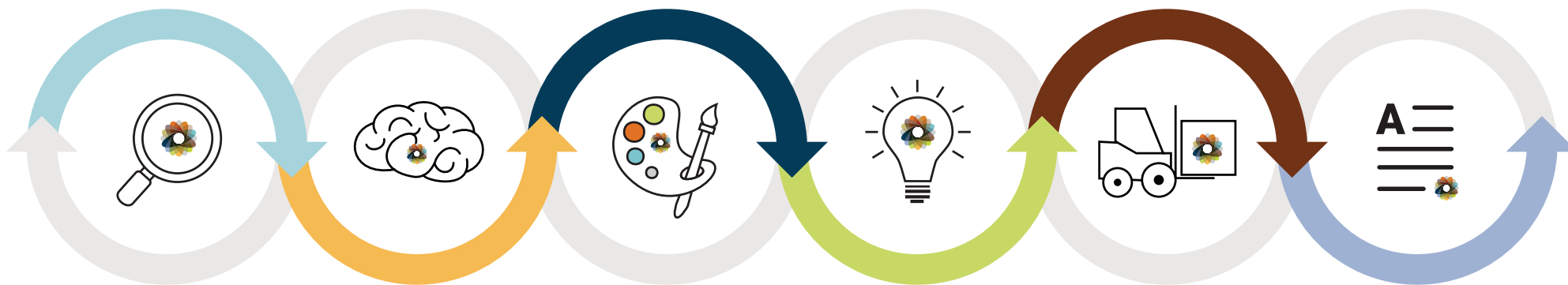
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# STEP 2: Clarify Your Mission: Define the Purpose of Each Project Phase

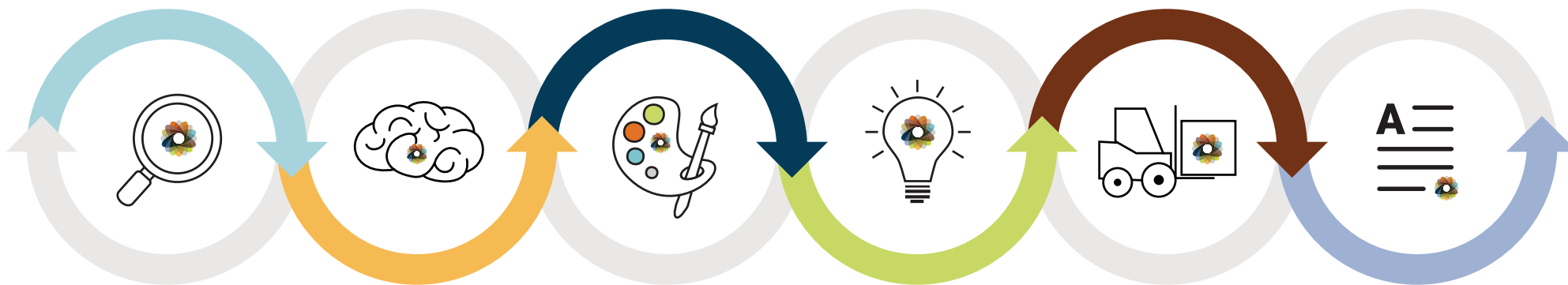


DISCOVER	THINK	CREATE	CONCEPT	PRODUCE	EVALUATE
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Identify deliverables	Define success measures	Design style guide	Creative direction & build approvals	Brand representation	Evolve strategy for future shows
Budget discussion	Discuss and define approach	Creative direction	Checklist review	Operational excellence	
Discuss timing	Align on strategy & insights	Creative Team execution			
	Budget direction	Detailing			
		Discuss timing			

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# STEP 3: Break It Down: A Detailed List of Tasks Within Each Project Phase



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## CONCEPT

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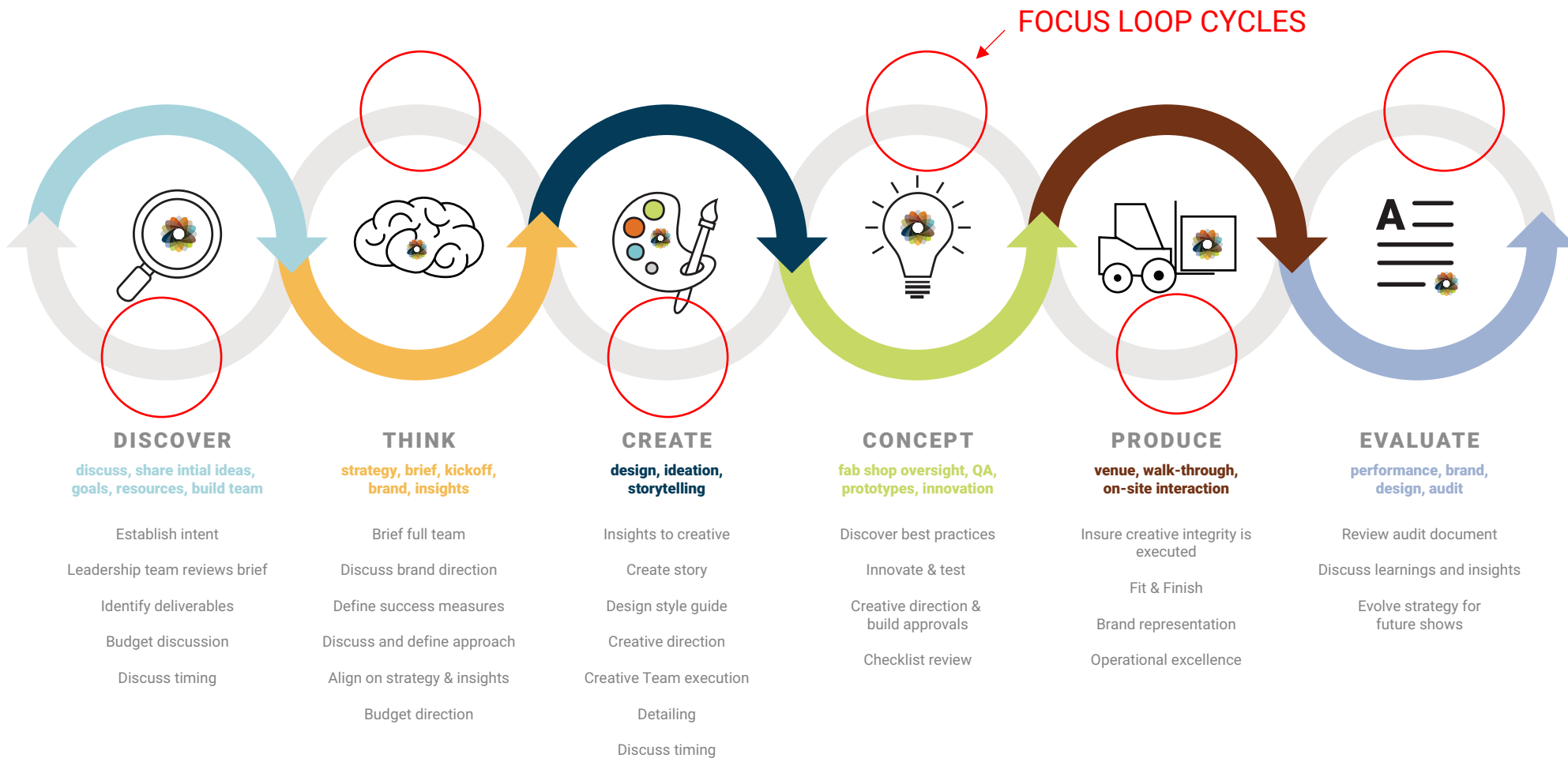
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# SOMETIMES MOVING FORWARD MEANS GOING BACKWARD





**OBSERVE**  
**YOUR**  
**MENTORS**

**AND USE WHAT YOU'VE LEARNED**



# MY MOST INFLUENTIAL MENTORS

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I've had four mentors that have impacted me throughout my career. Each of them followed the Design Thinking process front to back and they made it their own by narrowing in on **"Focus Loop Cycles"** throughout the development of a project.

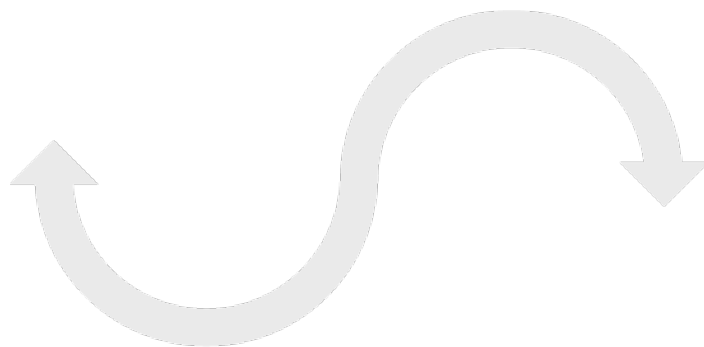




# WHAT IS A FOCUS LOOP CYCLE?

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A Focus Loop Cycle highlights a point in the Design Thinking process when a person is allowed to go back and forth between phases to get to their greatest output.





# BOOB

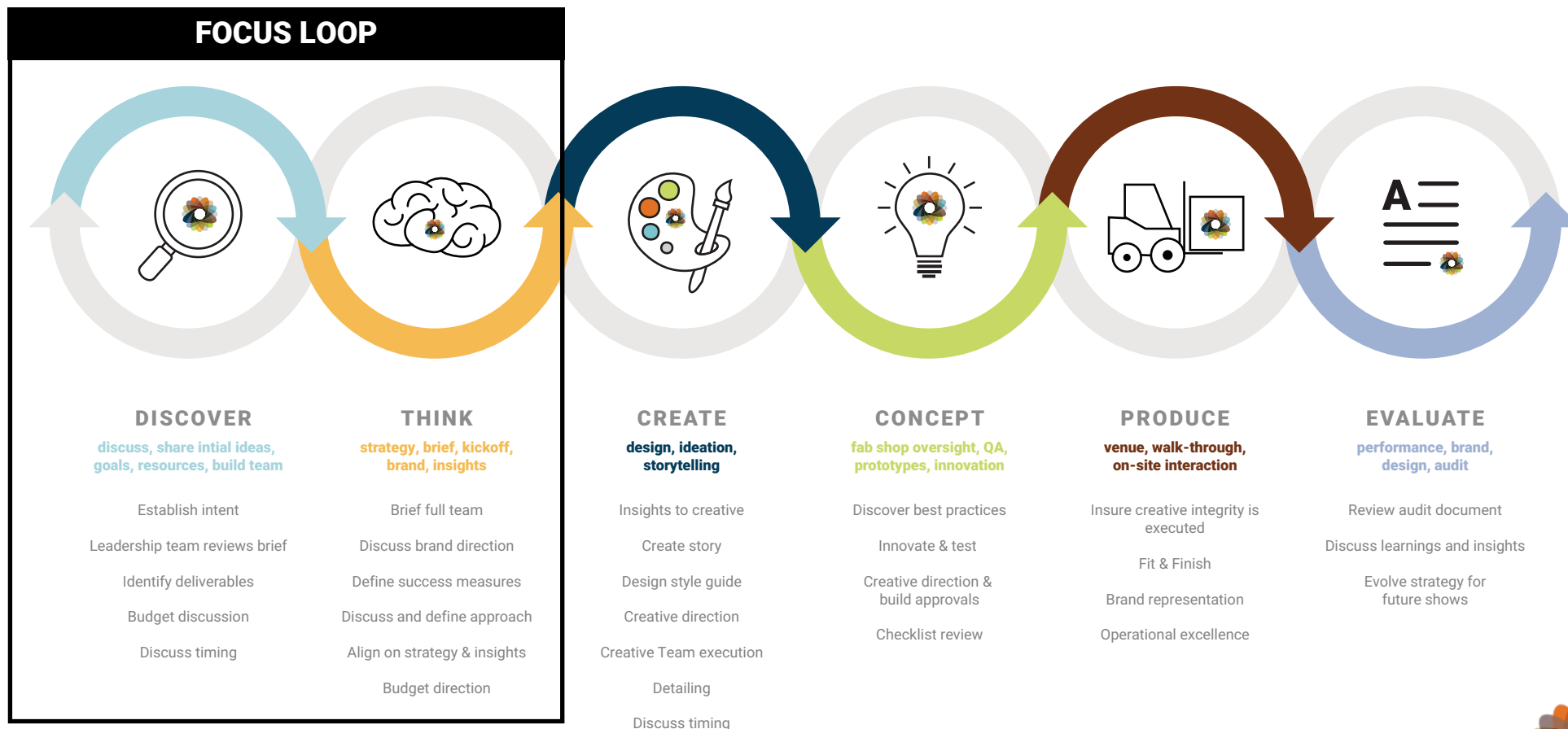
**CHAOTIC  
ALWAYS ON  
PERSISTENT  
DIG & DIG DEEPER**

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***“HIT THE FLOOR, MATE!”***



# BOB'S LOOP CYCLE



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**KAI**

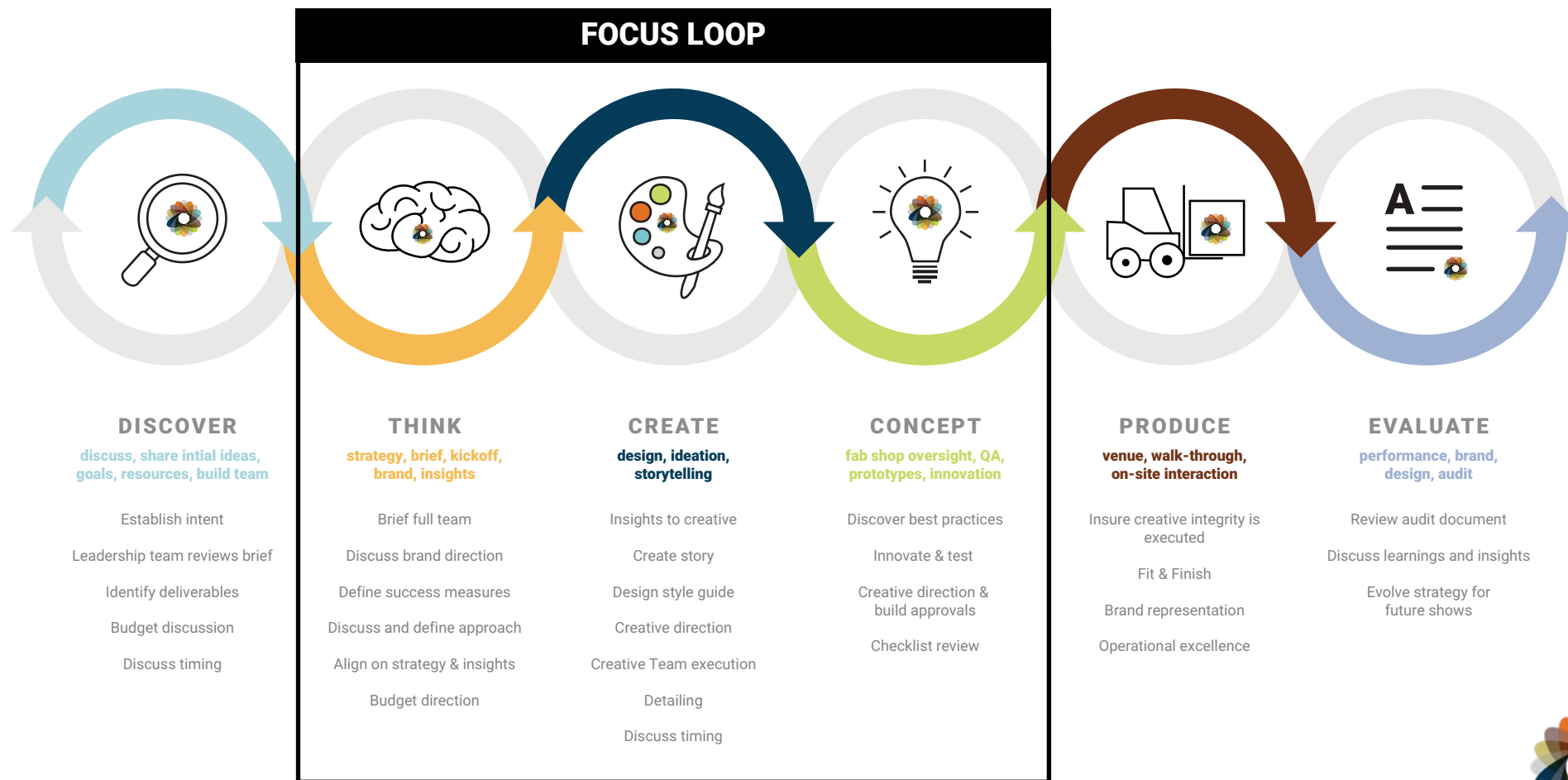
**REINVENTIVE  
TOUGH  
VISUALLY OBSESSED  
VISIONARY  
STORYTELLER**

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***“THERE’S THE DOOR – KICK IT!”***



# KAI'S LOOP CYCLE





# SCOTT



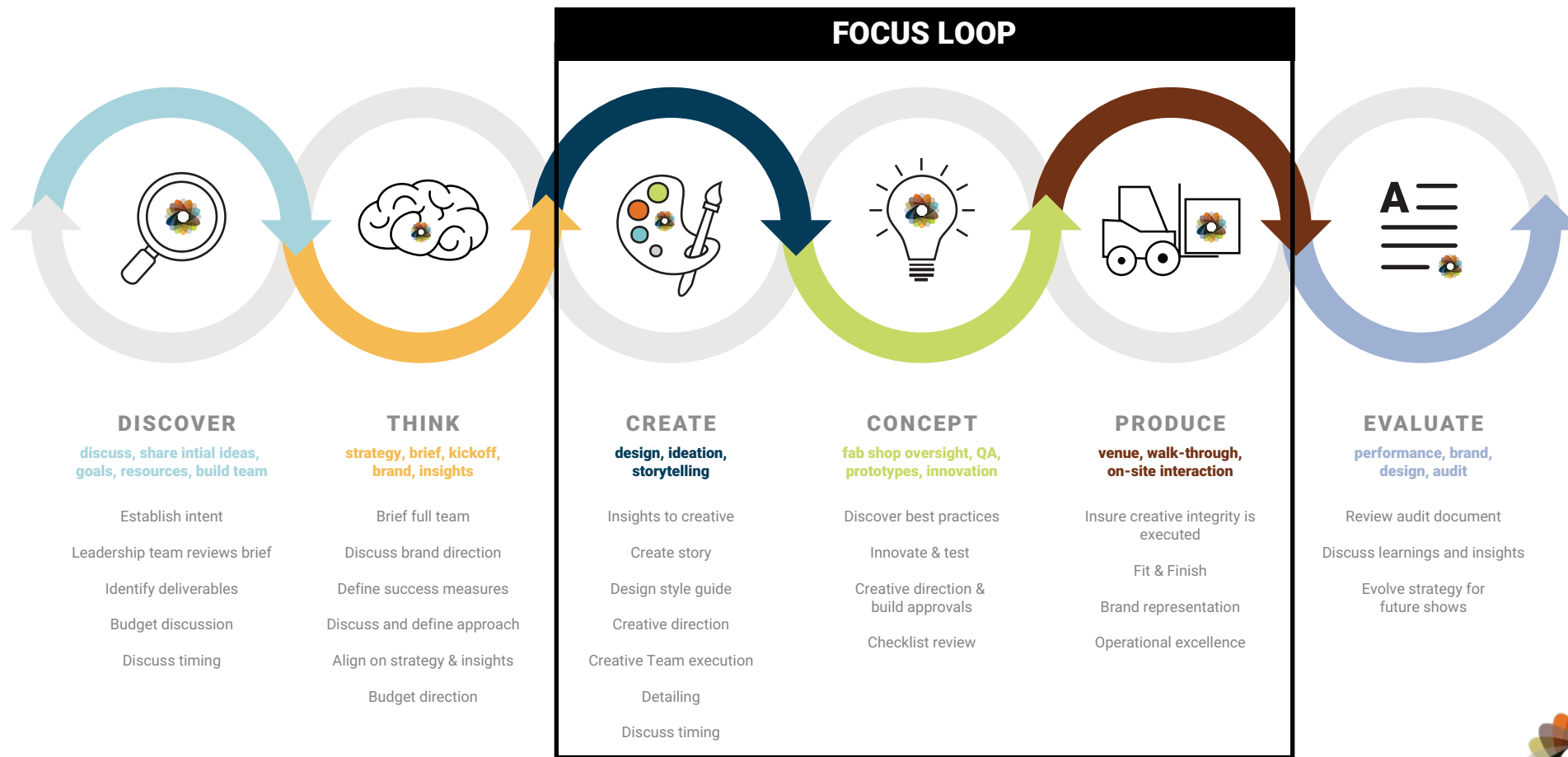
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**ALL ABOUT THE DETAILS**  
**EXECUTIONAL EXCELLENCE**  
**FIERCE COMPETITOR**  
**PROFESSIONAL PUSH UPPER**

***“KNOW WHEN TO YOU KEEP YOUR MOUTH SHUT!”***



# SCOTT'S LOOP CYCLE





# JOE

**INSIGHTFUL  
EMPATHIC  
STRATEGIC  
MAGNETIC**



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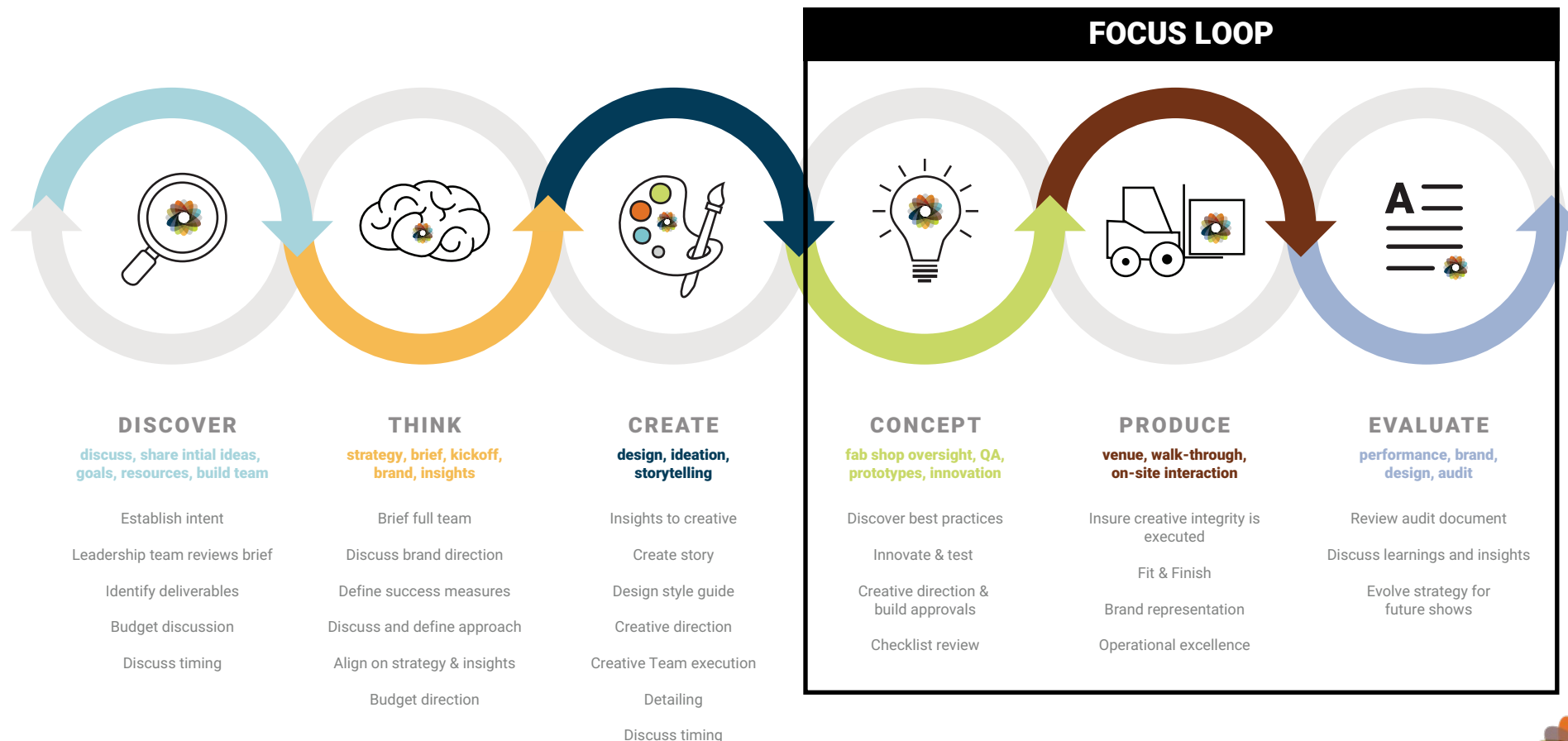
***“WHAT WOULD YOU DO FOR A HAT?!”***

***“EVERYONE LOVES A GOOD SPIN WHEEL.”***





# JOE'S LOOP CYCLE



**Best in Class**



# How Two Iconic Brands Have Transformed Culture and Customer Connections

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The following best in class examples features two of the most significant and culturally influential brands in history, illustrating their utilization of the Design Thinking process to revolutionize the world. These brands have effectively reshaped and revitalized conversations, fostering stronger bonds between their brand and customers.



# NIKE AIR JORDANS

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# NIKE AIR JORDANS

Design Thinking played a pivotal role in the transformative partnership between Nike and Michael Jordan, reshaping the dynamics of design and sport forever. Through empathizing with Michael Jordan's needs and aspirations, Nike embraced a user-centered approach that transcended mere product creation. This design thinking mindset elevated the connection between design and sport, giving birth to iconic sneakers and a cultural phenomenon.

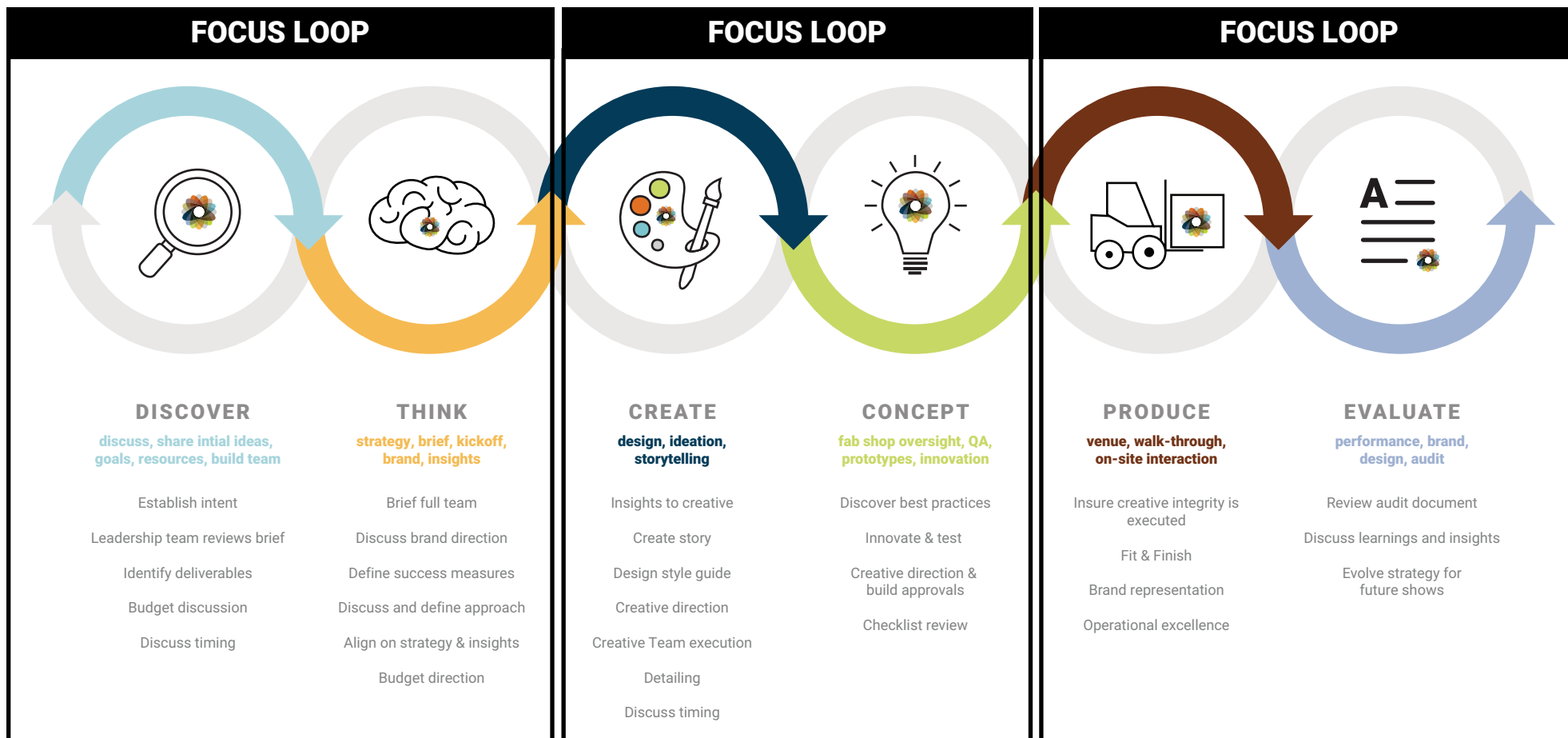
The result was not just athletic footwear; it was a manifestation of a deep understanding of the athlete's experience, revolutionizing the intersection of design and sport on a global scale.







# NIKE AIR JORDAN LOOP CYCLES



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# APPLE'S DESIGN REVOLUTION

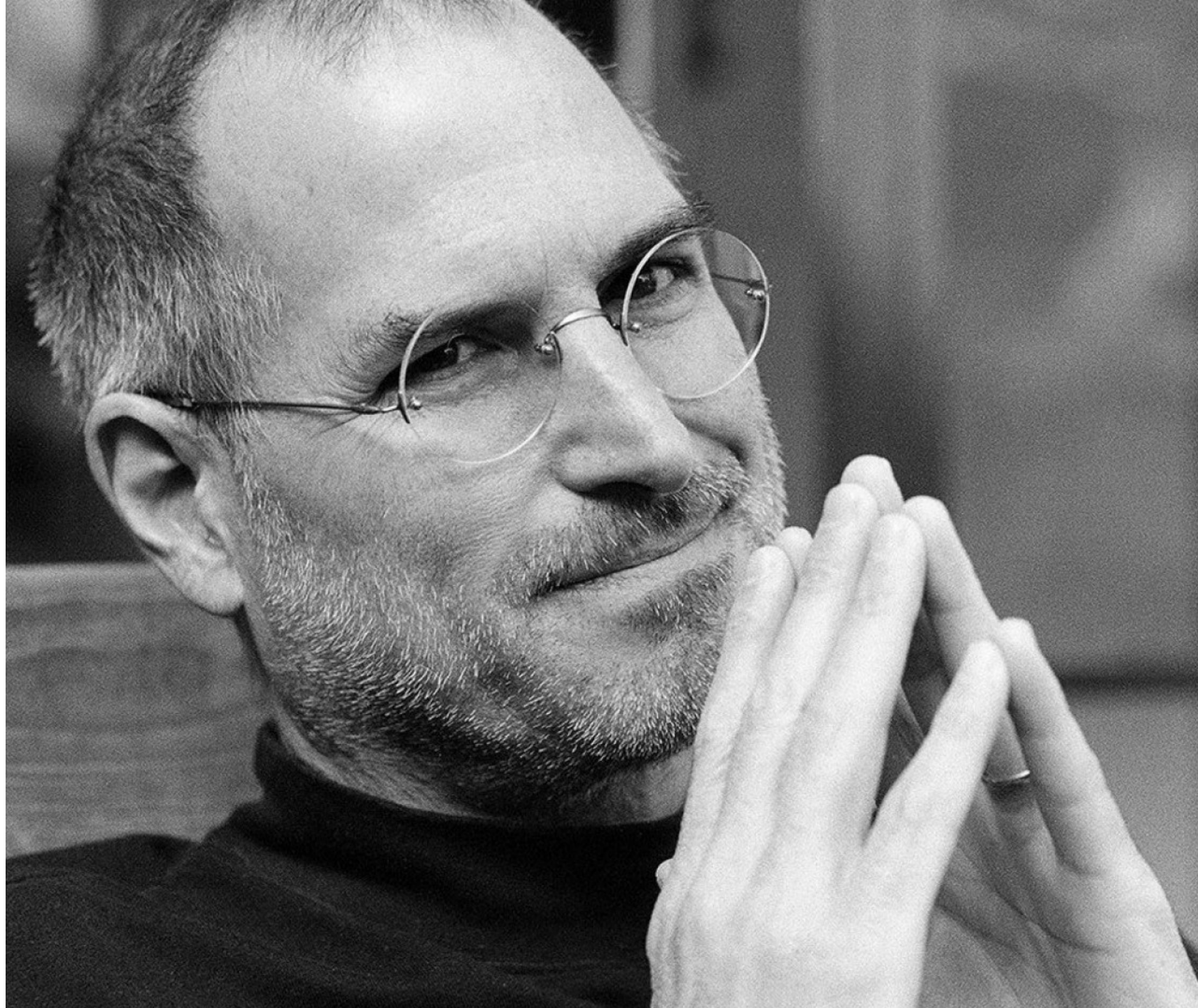
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# APPLE IPHONE

Steve Jobs and Apple were masters of design thinking, a human-centered approach to innovation that emphasizes empathy, observation, and iteration. They understood that great products are not created in a vacuum, but rather by understanding the needs and desires of users. By putting people at the heart of their design process, Apple created products that were both beautiful and functional, and that people loved to use.



4.5 inches  
115mm



2007

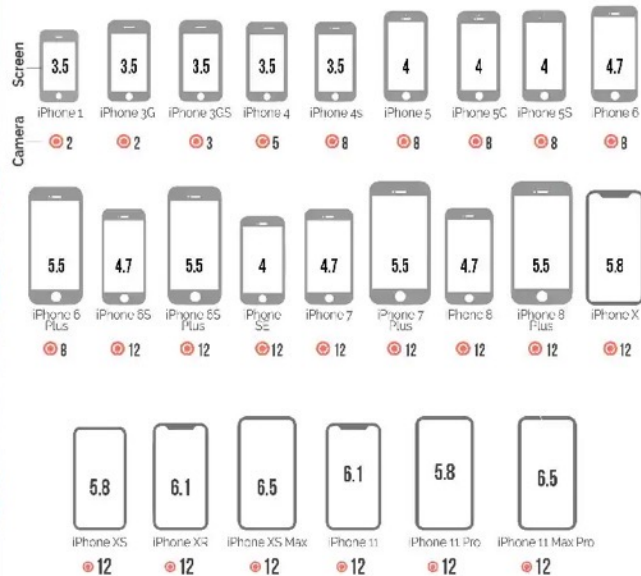


# iPhone THROUGH THE YEARS

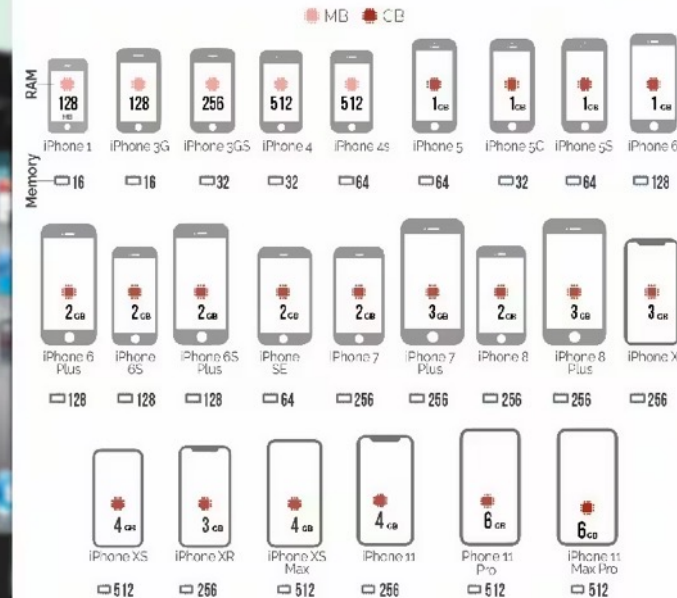
From the very first iPhone to the latest one



## SCREEN SIZE (in inches) PRIMARY CAMERA (in MP)



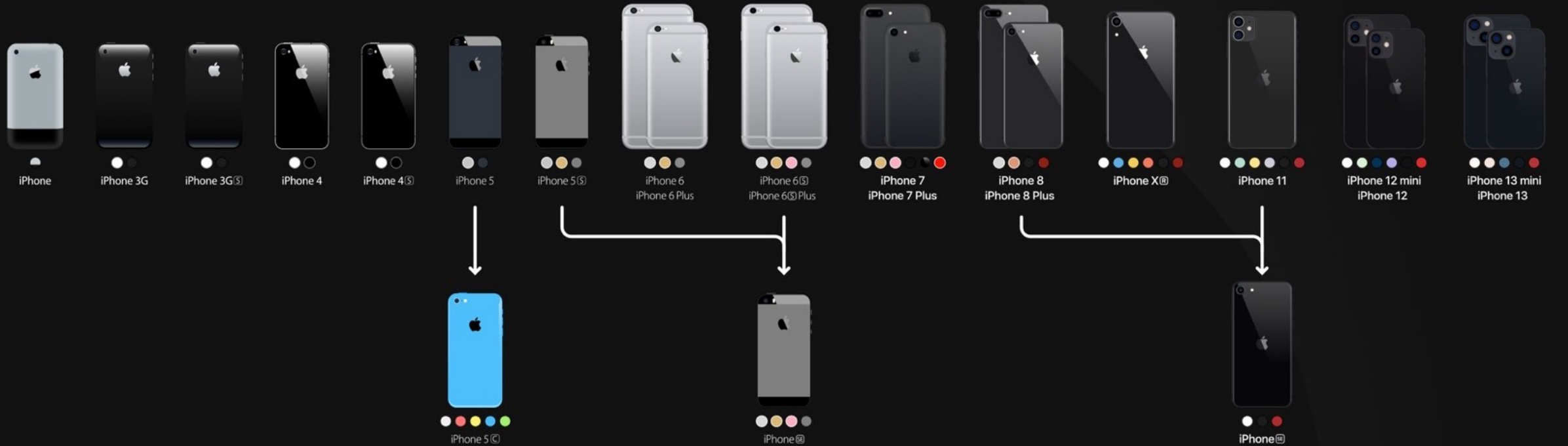
## RAM SIZE (in MB/GB) MAXIMUM INTERNAL MEMORY (in GB)





# Evolution of iPhone

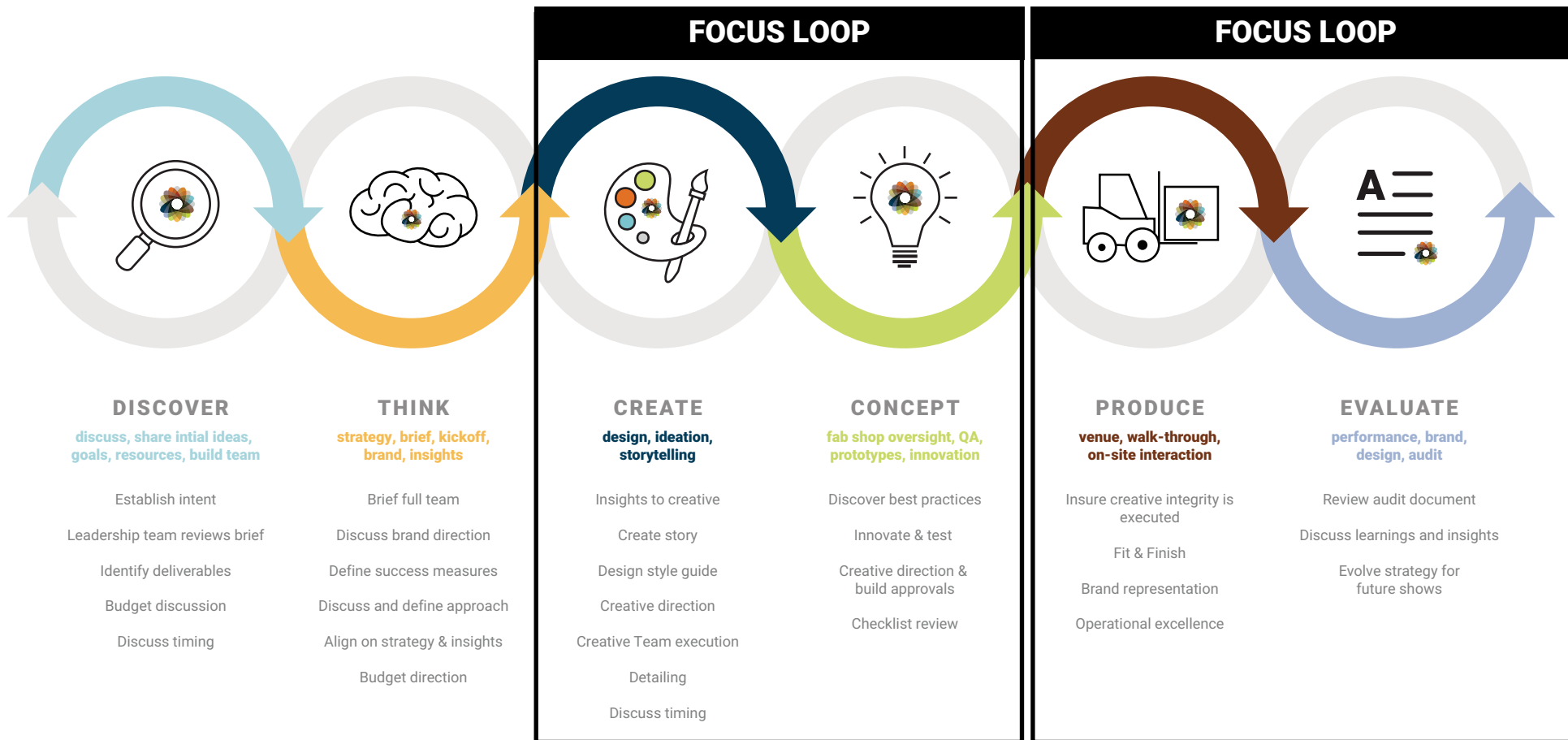
Illustrated by Míc



- Samsung Galaxy S
- Samsung Galaxy S2
- Samsung Galaxy S3
- Apple A4
- Apple A5
- Apple A6
- Apple A7
- Apple A8
- Apple A9
- Apple A10
- Apple A11
- Apple A12
- Apple A13
- Apple A14
- Apple A15



# APPLE IPHONE LOOP CYCLES



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**DESIGN + THINKING =  
SOLUTIONS**



**3**

**PHASES OF  
EXCELLENCE**

MEANINGFUL ATTENDEE  
**INSIGHTS**  
TO  
MEMORABLE  
**CREATIVE**  
TO  
FLAWLESS SHOW  
**EXECUTION**



**How does Design Thinking create  
great ideas for an experience?**

**SUB CULTURALLY “REAL”  
INSIGHT LED**





**How does Design Thinking inspire the team?**

**PROVIDES A PURPOSE AND  
OBJECTIVE TRUTH THAT DRIVES  
THE ENTIRE PROCESS.**



**Design Thinking**

**STRATEGY**

The objective insight drives the “WHY” and allows us to empathize with our attendees. This will lead to our strategic approach heading into a brainstorm.

**Design Thinking**

**BRAINSTORMS**

When ideating we hold the insight and strategy up high as our north star to decide which ideas to move forward and execute.

**Design Thinking**

**PRODUCTION**

Once in Production it is crucial to innovate and prototype to discover, not only a best practice, but to explore exciting new ways to bring the idea to life.

**Design Thinking**

**@ ON SITE**

It is crucial to be highly critical and observant at the event. The information we gather on site will drive the insights and improvements heading in the next event.





# **HOW WE EVOLVED SEMICON IN 2023**



# Evolving SEMICON

In the span of a year, the SEMICON tradeshow experience underwent a transformative evolution, thanks to the innovative application of the Design Thinking approach. In 2022, the event laid the foundation for change, but it was in 2023 that the impact truly unfolded. Through empathetic understanding of attendees' needs, creative problem-solving, and iterative design, the SEMICON tradeshow experience underwent a profound shift.

The evolution from 2022 to 2023 stands as a testament to the power of Design Thinking in reimagining industry events.

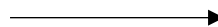






# 2022

- Show Organizer features separated
- Exhibit focused execution
- Brand consistency
- Opportunity to plus up décor
- Reason to engage and stay on the show floor



# 2023

- Appearance. Overall look and feel. We elevated the look of the show with more attractive decorations
- Optimization. Placement of show organizer feature areas. Previous contractor placed feature areas in open spaces. We placed feature areas where they made sense.
- Experience. We provided a better experience for the attendees by introducing reasons for them to stay on the show floor, like better food options, games and placing more feature areas on the show floor. With the attendees on the show floor more, it provided more opportunities for interactions with exhibitors, which elevated their experience.

We optimized the placement of everything by realizing that all of the show organizer features could be built around two key areas - Smart Manufacturing, and Workforce Development.

**IN SUMMARY**

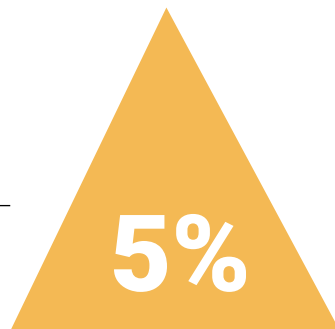


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# THE ROLL OUT

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**SHARE** —





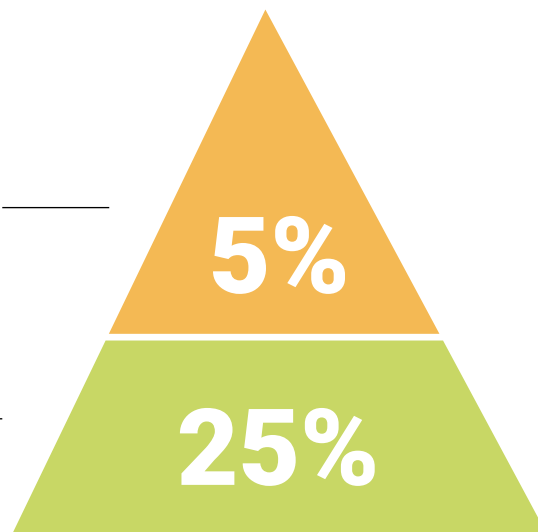


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# THE ROLL OUT

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**SHARE** —  
**SPEAK** —

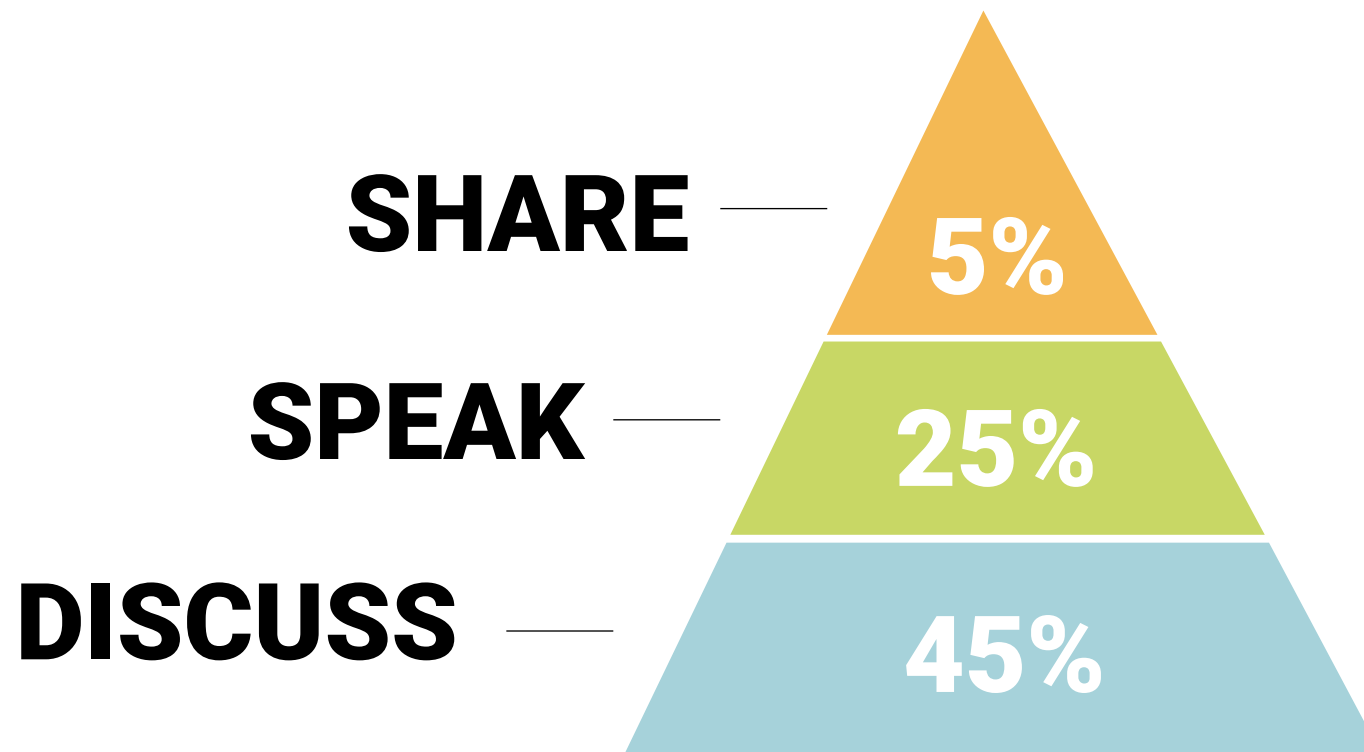




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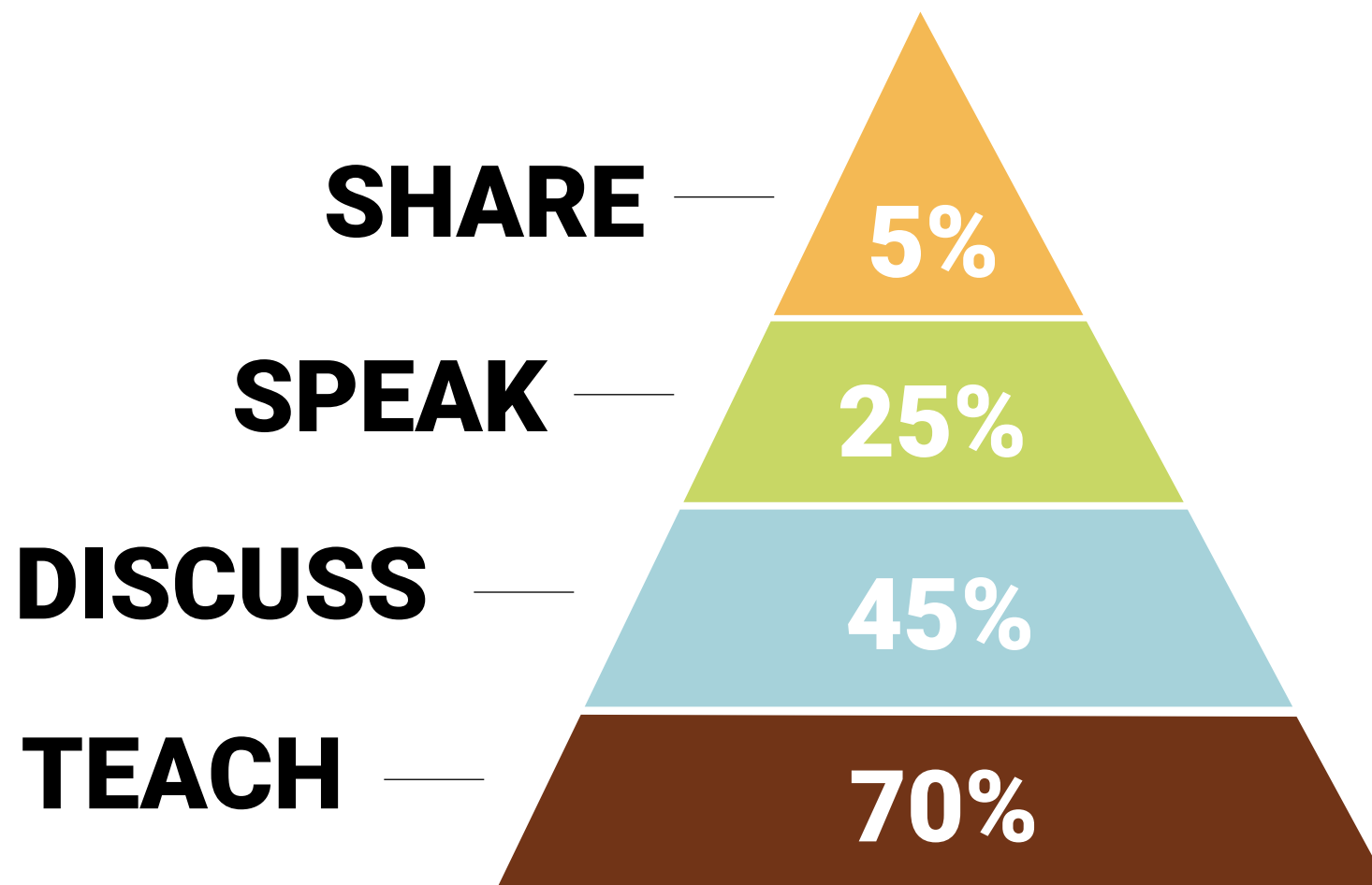
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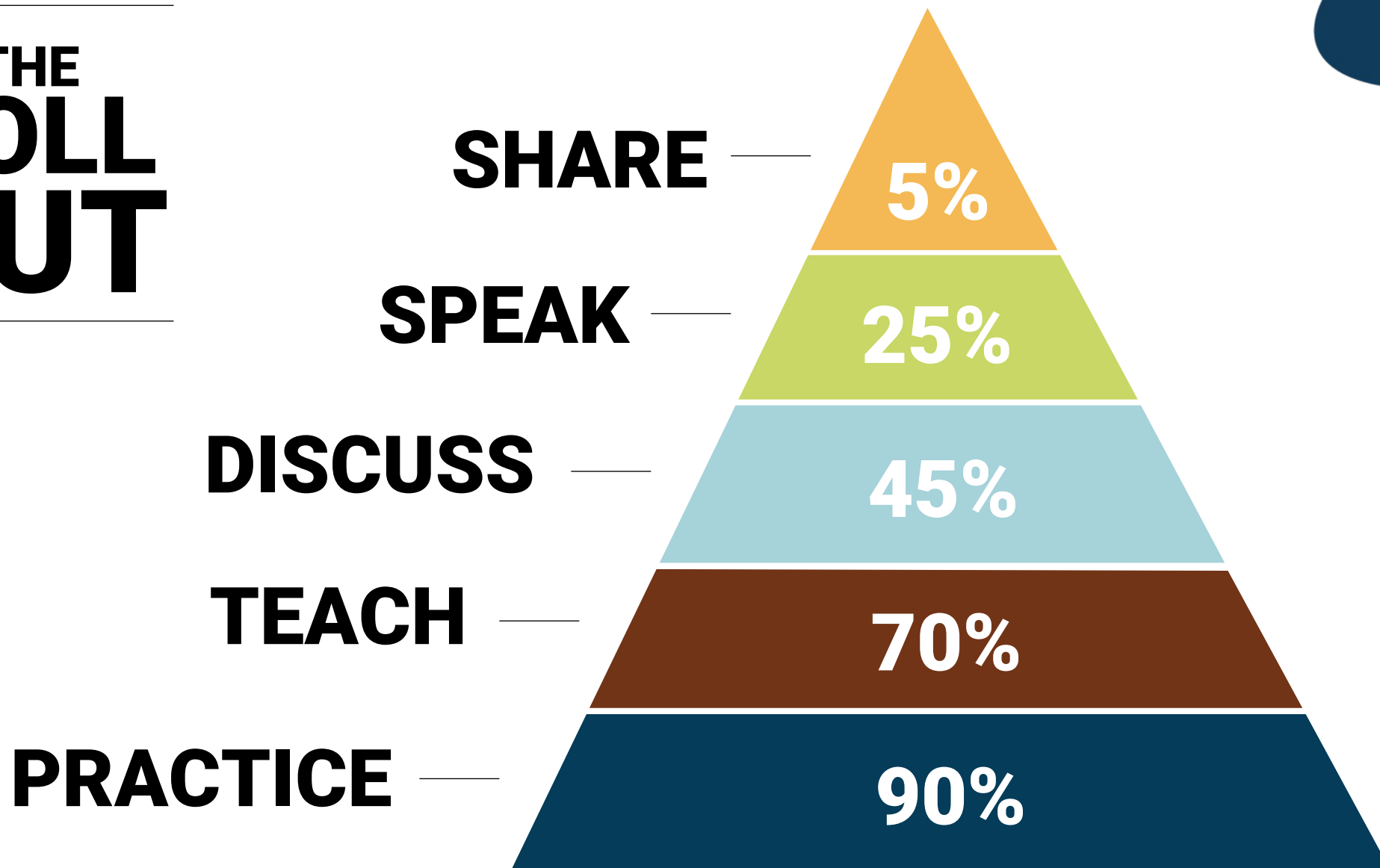


# THE ROLL OUT





# THE ROLL OUT





**IN SUMMARY:  
Quick Tips**



# IDENTIFY YOUR BEST

Recognize what's already working. Use it as a building block.



# CONCIOUSLY EVALUATE

Keep your eyes and ears open. Recognize opportunities.



# **EVOLVE & EVOLVE MORE**

**Never stop trying to improve your approach. Gather input from others.**





# OVERKILL IS POSSIBLE

Avoid it at all cost. Keep it simple.



# **THE MORE THE MERRIER**

**Get other perspectives. Listen. Bring them in early and often.**



**IDENTIFY**

**EVALUATE**

**EVOLVE**

**REFRAIN**

**EMBRACE**

**EXECUTE**



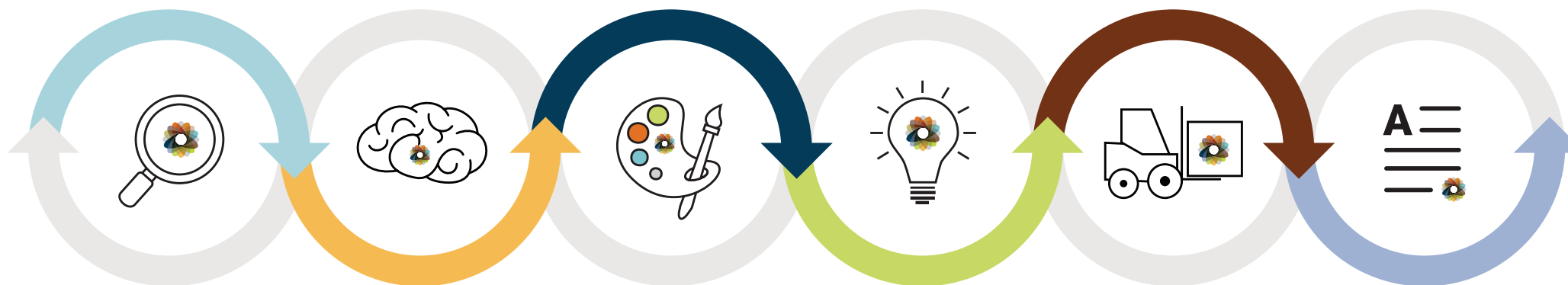
**FAIL FAST & SUCCEED**

*“I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. Twenty-six times I’ve been trusted to take the game-winning shot and missed. I’ve failed over and over and over again in my life. And that is why I succeed.”*

**- Michael Jordan**



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# REACH OUT...

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**Please feel free to contact me at 630.899.9941  
or at [tpetrucci@ges.com](mailto:tpetrucci@ges.com)**



*Thank  
You*