

**Craft Think Tank  
October 17 – 19  
Montreat Conference Center**

**AGENDA**

**Thursday, October 17<sup>th</sup>**

1:00 pm – 1:30 pm	Introduction	Chris Amundsen
	<ul style="list-style-type: none"> <li>Objective for the Think Tank</li> </ul>	
1:30 pm – 1.45pm	Fenton methodology, aims and goals	Elly Woolston
1:45pm – 3.30pm	Icebreaker: Tell your craft story	Elly
3:30 pm – 3:45 pm	Break	
3:45pm – 4:00 pm	The art of storytelling	Elly
	<ul style="list-style-type: none"> <li>A good brand tells their story</li> </ul>	
4:00pm – 5:00pm	What are Brands and Why they Matter	Elly
	<ul style="list-style-type: none"> <li>Case Studies of other Movements/Brands</li> </ul>	
5:00 pm – 5:15 pm	Wrap-Up	Elly
5:30 pm – evening	Dinner – Asheville and walking tour	

**Friday, October 18<sup>th</sup>**

9:00 am – 10:15 am	Peer Research Findings	Elly
	<ul style="list-style-type: none"> <li>Themes from interviews</li> </ul>	
10:15 am – 10:30 am	Break	

10:30 am – 11:30 am	Semiotics	Joel Du Bois (Skype)
	<ul style="list-style-type: none"> <li>• Introduction and research</li> </ul>	
11:30 am – 12:45 pm	10 insights from Behavioral Science	Lisa Witter (Skype)
	<ul style="list-style-type: none"> <li>• How to make the Brand of Craft Contagious</li> </ul>	
12:45 pm – 1:45 pm	Lunch	
1:45 pm – 3:00 pm	The Brand of Craft	Elly
	<ul style="list-style-type: none"> <li>• What makes a brand desirable?</li> </ul>	

Small group discussion:

Each group is asked to answer the following

1. Desirable brands make us **THINK** positively towards them – they command recognition and admiration.

What would be the 'higher purpose' of the 'brand of craft'?

How could the 'brand of craft' engender greater respect from people?

How could the 'brand of craft' demonstrate leadership in its field?

2. Desirable brands make us **FEEL** positively towards them – they create a strong emotional attachment.

How could the 'brand of craft' matter to people's lives?

How could the 'brand of craft' be more attractive to people?

Why would people feel proud to be associated with the 'brand of craft'?

3. Desirable brands make us **ACT** positively – they are capable of influencing behavior

Why would people be interested to hear more about the 'brand of craft'?

Why would people be interested to use the 'brand of craft'?

Why would people be interested to talk about the 'brand of craft'?

3:00 pm – 3:15 pm	Break	
3:15 pm – 4:45 pm	Group discussion presentations	ALL
4:45 pm – 5:00 pm	Wrap-up	Elly and Chris

5:30 pm – evening                      Dinner - Michael Sherrill Studio

**Saturday, October 19<sup>th</sup>**

9:30 am – 10:00 am                      Recap from Thursday and Friday                      Elly and Chris

- Decisions/Questions

10:00 am – Noon                      Roles moving forward                      Elly and Chris

- Individual/organizational
- Role for ACC (if different)
- Language, behavior and approach
- Next steps

Noon – 1:00 pm                      Lunch

1:00 pm – 1:45 pm                      After Action Review                      Chris

- What went well?
- What are the opportunities for improvement?
- What should we do next time?

1:45 pm                      Adjourn