Craft Think Tank
October 17 – 19
Montreat Conference Center

AGENDA

Thursday, October 17th

1:00 pm – 1:30 pm  Introduction  Chris Amundsen

• Objective for the Think Tank

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

• A good brand tells their story

4:00pm – 5:00pm  What are Brands and Why they Matter  Elly

• Case Studies of other Movements/Brands

5:00 pm – 5:15 pm  Wrap-Up  Elly

5:30 pm – evening  Dinner – Asheville and walking tour

Friday, October 18th

9:00 am – 10:15 am  Peer Research Findings  Elly

• Themes from interviews

10:15 am – 10:30 am  Break
10:30 am – 11:30 am  
Semiotics  
Joel Du Bois (Skype)  
- Introduction and research

11:30 am – 12:45 pm  
10 insights from Behavioral Science  
Lisa Witter (Skype)  
- How to make the Brand of Craft Contagious

12:45 pm – 1:45 pm  
Lunch

1:45 pm – 3:00 pm  
The Brand of Craft  
Elly  
- What makes a brand desirable?

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 19th

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