



PHOENIX DESIGN WEEK 2026

CONVINCE YOUR BOSS MISSION KIT

PHXDW 2026



PRESENTED BY



PHOENIX DESIGN WEEK 2026



YOU ARE CRITICAL TO THE MISSION

Phoenix Design Week 2026: Orbit is inviting designers, thinkers, and collaborators to enter one another's orbit and celebrate the relationships, conversations, intersections, and creative forces that surround the work and give it meaning. Each of us follows our own path, yet together we create a larger field of connection, energy, and possibility. Together, we create gravity by design.

WHAT'S INCLUDED IN YOUR TWO-DAY PHXDW BOARDING PASS

- Access to all keynote talks and breakout sessions on Friday and Saturday, October 23–24, 2026
- Admission to the Orbit Reception on Friday evening
- Entry to the Closing Party on Friday, October 30
- Limited-edition poster

CONFERENCE DETAILS

Conference Dates: Friday and Saturday, October 23–24, 2026

Location: Phoenix Convention Center, 33 South 3rd Street, Phoenix, AZ 85004

Online Portal: PHXDW.com

PHXDW ADVANCES CAREERS

HERE'S HOW TO GET YOUR BOSS ON BOARD

Creative growth accelerates when the right forces align: strong connections, practical experience, and fresh perspectives. Phoenix Design Week brings those elements together through hands-on workshops, nationally recognized speakers, and real-world takeaways you can put into practice. PHXDW 2026 is designed to expand your thinking, strengthen your creative impact, and build momentum for the next stage of your career. Here's how to make the case for your company to support your attendance.

THE DETAILS

When writing to or speaking with your boss about attending, your goal is to establish two things: that Phoenix Design Week is a worthwhile investment and that you're the right person to represent your team. Focus on the practical value you'll bring back, not only the experience you'll gain while you're there.

DEFINE YOUR MISSION. Review the speakers, sessions, and events planned throughout the week. Which topics align most closely with your current responsibilities, the direction of your career, or the challenges your team is navigating? Strengthen your case by connecting a session to a specific project, business need, or skill you're working to develop.

HIGHLIGHT THE PEOPLE IN THE ROOM. PHXDW brings designers, developers, marketers, educators, students, business leaders, and creative professionals into one shared field. It's an opportunity to exchange ideas, build meaningful relationships, and connect with people whose perspectives could influence your work long after the conference ends.

MAP THE SCHEDULE. The PHXDW Conference takes place over two full days—Friday and Saturday, October 23–24, with additional community events continuing across Arizona from October 26–30. The schedule offers a concentrated professional-development experience while limiting time away from your day-to-day responsibilities.

EXPLAIN THE IMPACT. Taking the initiative to attend Phoenix Design Week shows that you're engaged with your industry, committed to your growth, and ready to bring new thinking back to your team. Your participation can create momentum beyond your own career by introducing fresh ideas, practical tools, and valuable connections that strengthen your company's work and its presence within Arizona's creative community.

MEET OUR MISSION SPECIALISTS

HIGHLIGHTS FROM THE PHXDW 2026 SPEAKER LINEUP



BEN SHOWN

Head of Design at Blink UX

Ben Shown is a design leader focused on helping teams move toward ambitious, achievable futures. As Head of Design at Blink UX, he leads design work for clients including Amazon, Microsoft, and The New York Times. He helped lead the redesign of NASA.gov alongside Megan Greco, bringing a human-centered approach to one of the world's most recognized digital platforms.



MEGAN GRECO

Senior Design Lead at Greenlight

Megan Greco is a Senior Design Lead at Greenlight, where she designs digital experiences that help families raise financially confident kids. She was part of the Blink UX team that redesigned NASA.gov, translating a vast, complex digital ecosystem into a more intuitive experience. With a background spanning UX, visual design, branding, and architecture, Megan specializes in turning complex concepts into experiences that feel clear, engaging, and surprisingly simple.



ANDREA VEGA

Creative Director at Desert Financial Credit Union

Andrea Vega is an award-winning creative director and strategist with more than a decade of experience leading in-house teams and building impactful brands. As Creative Director at Desert Financial Credit Union, she leads a multidisciplinary team that brings the brand to life. Previously, she led creative teams at Rocket and the College Football Playoff Fiesta Bowl, specializing in creative strategy, brand leadership, and high-performing team development.

MEET OUR MISSION SPECIALISTS

HIGHLIGHTS FROM THE PHXDW 2026 SPEAKER LINEUP



TAD CARPENTER

Creative Director at Carpenter Collective

Tad Carpenter is a designer, illustrator, author, and creative director based in Kansas City, Missouri. He co-runs Carpenter Collective with his wife, Jessica Carpenter, producing branding, packaging, illustration, and design for clients such as Target, Coca-Cola, Starbucks, Adobe, Meta, MTV, Macy's, Old Navy, and Conan O'Brien. Tad is also the author and illustrator of more than 25 children's books, crafting stories for readers of all ages.



CAMI KWAN

Co-Owner & Director at Apartment D Films

Cami Kwan is a director specializing in stop-motion animation. Her work explores emotion, relationships, identity, and culture, guided by a belief in art's power to help audiences imagine a better world. As co-owner of Apartment D Films, she directs for clients such as Sanrio and Mattel. Her short film *Paper Daughter* was an official selection of the 2026 Annecy International Animation Film Festival and qualified for the 2027 Academy Awards.



CHUONG BUI

Partner & Attorney at Counsel for Creators LLP

Chuong Bui is an entertainment attorney and partner at Los Angeles-based Counsel for Creators LLP. His practice spans entertainment transactions, copyright, trademark, corporate law, and emerging media. He has advised filmmakers, musicians, artists, publishers, startups, and entrepreneurs across projects ranging from independent film and digital content to public art and software development.

MEET OUR MISSION SPECIALISTS

HIGHLIGHTS FROM THE PHXDW 2026 SPEAKER LINEUP



DON CLARK

Chief Creative Officer at Invisible Creature

Don Clark is the co-founder and lead artist of Invisible Creature, the Phoenix-area studio he launched with his brother Ryan in 2006. His work has appeared on U.S. Postal Service stamps, NASA posters, and in Pixar books, Target stores, Warby Parker, and The New York Times. A two-time Grammy nominee, Don has also created artwork and packaging for Foo Fighters, Alice in Chains, and Kendrick Lamar.

FOCUS ON THE ROI

Show your boss that Phoenix Design Week is more than an inspiring experience—it's a strategic investment in your growth and your team's momentum. Start by mapping the full cost of attendance, including registration, lodging, transportation, and meals. AIGA Arizona has secured a special conference rate at the Moxy for those traveling from outside the Phoenix metro area. Even with travel costs, PHXDW offers a national-caliber conference experience at an accessible rate, often well below the cost of similar events in larger markets. It also provides practical, real-world learning designed to influence your day-to-day work—not simply add another line to your résumé.

Be sure to factor in available savings, including AIGA member pricing, nonprofit and affiliate rates, and early bird and advance registration windows. Groups of five or more may also qualify for a rebate, making PHXDW a strong professional-development opportunity for teams.

The return lasts long after the conference. You'll come back with new ideas, expanded connections, practical tools, and clearer direction you can apply immediately. It's concentrated learning, access, and creative momentum that a stack of training videos simply can't replicate.

SHARE WHAT YOU HAVE LEARNED

The ideas and perspectives you encounter at Phoenix Design Week can continue to build momentum long after the conference ends, especially when you bring what you learn back to your team. Before you arrive, consider how you can share the most useful insights in a clear, practical way:

- Host a brief lunch-and-learn featuring takeaways from a standout session
- Share key insights and tools during a team meeting
- Write an internal article or blog post about emerging ideas, trends, or approaches
- Create a simple resource list for your colleagues to revisit

Showing your boss that you're thinking beyond your own development and planning to share new ideas across the team reinforces that PHXDW is an investment with broader, longer-lasting returns.

PUT YOUR COMPANY ON THE RADAR

Attending Phoenix Design Week gives your company a visible place in Arizona's creative orbit. By supporting your participation, your organization demonstrates a commitment to professional growth, industry connections, and the continued momentum of Arizona's design community.

It's an opportunity to strengthen relationships, signal creative leadership, and position your company alongside the people and ideas shaping the future of our industry. That support also brings new perspectives, practical ideas, and stronger connections back into your team's day-to-day work.

Ready to expand your presence? Share the PHXDW sponsorship packet, available at [PHXDW.com](https://phxdw.com), to explore additional ways your company can increase visibility, support the mission, and engage more deeply with Arizona's creative community.

INTERCEPTED TRANSMISSIONS

WHAT PEOPLE ARE SAYING ABOUT PHXDW



More notes to look over. More lessons to incorporate into my career and practice. More people to add on LinkedIn. Absolutely amazing. — **Nick Coronan**



When my company supported me in attending PHXDW, it sent a strong message: We value creativity, growth, and being part of Arizona's design future. — **Anonymous**



I loved connecting with many passionate creatives and sharing insights on turning your talents into thriving side projects. I'm grateful for our design community in Arizona! — **Julie Bonner**



I had so much fun! I was so impressed with the amount of work and effort put into this whole event. — **Renee Henry**



Honestly, I pulled something from every session—some big and some small. I appreciated how approachable and tangible everyone has been! I loved the practical takeaways, especially about my approach to money and leveraging fear in my working process. THANK YOU! — **Carrie Herrera-Niesen**



Just what I needed to boost my work, my morale, and an opportunity to give back to students AND connect with other professionals I know. — **Mariana Keymolen**



There are such amazing people in the design community! I already knew this, but the convention really confirms it. We all want to succeed and help each other succeed too. — **Lauren Berkley**



As a new AIGA member, I realize I have a story to share with the design community and need to become an active voice. — **Keith Corcoran**



It is always nice to be reminded and asked to remember why I do what I do! I loved hearing from other creatives that they struggle with the same things. — **Anonymous**

SAMPLE TRANSMISSION

Some companies require written training requests, such as a letter or email. Feel free to use and customize this letter however you see fit. Just don't forget to swap out the [brackets] with your own details!

Dear [Manager's Name],

I'd like to request approval to attend Phoenix Design Week 2026, AIGA Arizona's annual conference and statewide celebration of design. This year's theme, In Orbit, explores how creative work is shaped by the connections among people, disciplines, ideas, communities, and the forces that drive our industry and work forward.

The PHXDW Conference takes place Friday and Saturday, October 23–24, at the Phoenix Convention Center. The program features keynote presentations, breakout sessions, and practical learning led by nationally recognized speakers and creative leaders. With programming for designers, writers, strategists, marketers, UX professionals, and other creative practitioners, PHXDW offers relevant insights I can bring back to support our work at [Company Name].

To make the most of the investment, I plan to select sessions that best align with our current projects, team priorities, and the skills I'm working to strengthen. After the conference, I'd be happy to share key takeaways with the team via a [brief presentation, lunch-and-learn, written recap, or resource guide].

Phoenix Design Week continues through October 30 with additional community events across Arizona. This structure provides a focused professional-development experience while minimizing disruption to my regular responsibilities. Because the conference directly supports my role and development, I'm requesting that Friday, October 23, be treated as work time rather than PTO.

Here is the anticipated cost breakdown:

Registration: [\$]
Airfare: [\$], if applicable
Hotel: [\$], if applicable
Local transportation: [\$]
Meals: [\$]

I'm also eligible for [early registration, AIGA member, nonprofit, affiliate, or group pricing], bringing the estimated total to [\$].

Attending PHXDW would give me access to practical tools, new perspectives, and valuable industry connections that can sustain momentum beyond the conference. It would also give [Company Name] a visible presence within Arizona's creative community.

More information is available at PHXDW.com. Thank you for considering my request. I'd value the opportunity to represent our team at this year's conference and to bring what I learn back to our shared work.

Thank you,
[Your Name]