

DESIGN



**SATURDAY,
NOVEMBER 6, 2021**

PENSACOLA,
FLORIDA



What is DesignXL?

It's so much more than a conference...

IT'S A CALL TO ACTION.

DesignXL (“XL” for short) is more than a conference. It’s a movement. To be brighter, bigger, better.

We’re a community of dedicated and passionate creative, marketing, and communication professionals bringing together the industry’s biggest names, brightest minds, and best thinkers to fuel inspiration, ignite creativity and amplify productivity—all within a short drive from home.

XL is a call to action for current and future professionals working in the design, marketing and communication fields to ramp up their creativity, scale up skill sets, and achieve new levels of excellence.



Why DesignXL?

BIG NAMES. BOLD IDEAS.

The XL Conference is compact, but big on impact. It's our answer to a calling: a means to achieve creative excellence. To not simply just educate and advocate, but to position our local talent as best-in-class, and our region as best-in-industry. We're on a mission to propel the Gulf Coast Community's creative expertise to unparalleled heights.

To us, this is what success looks like:

- + **ESTABLISH THE GULF COAST REGION** as a fertile, viable area where creative professionals thrive.
- + **ATTRACT TOP TALENT** and retain existing talent because we have elevated our region's reputation as a place that nurtures and develops the best, quality professionals.
- + **STRENGTHEN COMMUNITY** engagement and relationships through active conversation, ongoing collaboration, and continuous learning.
- + **PROVE THE CREATIVE COMMUNITY** can be a major contributor and engine for workforce and economic development for our area.
- + **DEVELOP WORLD-CLASS EDUCATIONAL PROGRAMS** and with nationally-renowned speakers.

Be Part of the Inspiration.

**BIG ASPIRATIONS.
SMALL CONFERENCE.**

The **DesignXL** conference is unique. We invite you to be a part of our growing aspirations for the Gulf Coast Community; and help inspire our local talent to continuously dream big. Our footprint is intimate, but mighty. Tiny in size, tremendous in impact. Miniature, but immeasurable. Our community consists of many local universities, colleges, and creative businesses. We are immersed in the ever-growing need for external learning. With your expertise, our creative community could amplify their talents and bring the Gulf Coast Community to the next level.

**TAKE A LOOK
INTO THE
CREATIVES THAT
MAKE UP OUR
TRIBE:**

- + STUDENTS GATHERED FROM LOCAL UNIVERSITIES AND STATE COLLEGES LOOKING FOR REAL-WORLD EXPERIENCE.**
- + PROFESSIONALS LOCATED IN THE HEART OF PENSACOLA AND ACROSS THE GULF COAST.**
- + BUSINESS OWNERS DEVOTED TO BUILDING UP OUR CREATIVE PRESENCE.**
- + EDUCATORS EXPANDING THEIR SKILLS AND RELATIONSHIPS TO FOSTER STUDENT GROWTH.**

XL 2019 DEMOGRAPHICS

250-300

Attendees

79%

Professionals

21%

Students

74%

Female

26%

Male

Attendees | Age Range

18 - 23	14%
24 - 29	36%
30 - 39	29%
40 - 49	7%
50+	14%

Attendees | Top Job Titles

1. Graphic Designer
2. Artist / Illustrator
3. Marketing / Advertising / PR
4. Programmer / Developer
5. Photographer
6. Writer
7. Social Media Manager
8. Event Manager

DESIGNXL ALUMNI



CAITLYN COONEY

Charlotte Mason Print
Co // Bare Hand Collective



PHOEBE CORNOG

Pandr Design Co // Drunk
on Lettering // Ladies Who
Paint



CHRIS DO

The Futur



SCOTT FULLER

The Studio Temporary



SAVANNAH GLITSCHKA

Glitschka Studios



VON GLITSCHKA

Glitschka Studios

DESIGNXL ALUMNI



SHELLEY HENSELER

Illustrator//Professor at
University of West Florida



MICHAEL JANDA

Burn Your Portfolio//
Psychology of Graphic
Design Pricing



CASEY LIGON

Hand Lettering &
Dimensional Food Styling



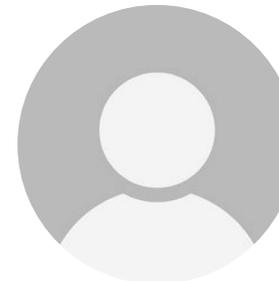
BRAD WEAVER

When We Wonder



CHRISTINE YORK

Vivid Bridge Studios



WHO'S NEXT?

2021 Theme

FROM DISRUPTED, TO DISRUPTOR.

Our theme this year is centered around the idea of going from **DISRUPTED** (by the pandemic and uncertainty) to **DISRUPTOR** (reinventing your life, creating positive change, mixing things up).

+ **DISRUPTED**

/dis'rəpt'ed/ **verb**

—to prevent something, especially a system, process, or event, from continuing as usual or as expected.

+ **DISRUPTOR**

/dis'rəptər/ **noun**

—a person who causes radical change in an existing industry or market by means of innovation.

**DO WE REALLY
WANT TO
GO BACK TO
“NORMAL”...OR
ARE WE READY
TO BUILD
SOMETHING
DIFFERENT?**

Presented by

**PENSACOLA
DESIGNERS**

www.pensacoladesigners.com

What is Pensacola Designers?

We are a nonprofit organization that provides education, networking, and support for our local creative community. Our membership is comprised of professional and student designers and creatives working within the local communications, marketing, and advertising industries.

When and how was it founded?

Pensacola Designers was originally organized in 2014 as an invite-only Facebook group. Since then, the Facebook group has amassed over 500 members. In 2019, the group officially organized as a nonprofit to better provide opportunities and events to its members.

What is the purpose of the group?

Originally the group served as a community space where local designers could share their work for critique, post portfolios, ask questions of experienced designers as well as post jobs and employment opportunities within the local industry. Now, with the attainment of nonprofit status, the group seeks to:

1. Provide more formal educational opportunities for individuals connected to the communications, marketing and advertising industry;
2. To advance professional and quality development of design professionals, and;
3. To advocate for the growing design and creator community within our region.

Who do we benefit?

Through education and advocacy, our work will benefit multiple audiences:

1. **The Gulf Coast Design Community** - By advancing professional development of the design community to elevate the quality of work produced by designers, filmmakers, content creators, makers and the creative industry as a whole.
2. **The Local Communications, Marketing & Advertising Industry** - As a result of our impact on the design community, we will elevate the local communications, marketing and advertising industry's position and presence as a top-tier area for quality work and talent.
3. **The Business Community at Large** - Businesses will benefit from both the surge in top creative talent to effectively position their businesses and companies
4. **The Community at Large** - Because of our impact on attracting and retaining top talent, our community will benefit from the economic and workforce development opportunities created from our efforts.

Why did we decide to found DesignXL?

In early 2019, a dedicated group of professionals from the local creative community decided to create a conference to bring the industry's best and brightest thinkers to the Pensacola area. Our main purpose is to serve our community with theoretical and practical knowledge to advance their professional development, build new skillsets, and improve overall quality of work.



BE PART OF THE INSPIRATION.

[DESIGNXL.ORG/CALL-FOR-SPEAKERS](https://designxl.org/call-for-speakers)

✚ HAVE A QUESTION OR NEED ASSISTANCE?

DESIGNXL

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