

Initial Conference Idea

3-Day

Theme - Discuss numerous different types of Mac and Cheese and different methods to prepare them, i.e appliances.

Name - 10 options - Mac Con, Macaroni and Con, Cheesey con, Con and Cheese, Cook Con, Convention and Cheese (Gluten Free), Cheddar Con, Choose your Cheese Con, Make your Mac Con, MaCONroni

Research on related conferences

Solidified Location - Target Center

7 speakers identified

Pics, bio, credentials

Bernando Hees, CEO of Kraft Heinz,

Brian Cornell, CEO of Target,

John Mackey, CEO of Whole Foods,

5 sponsors - Kraft, Velveta, Kitchen Aid, Annie's Homegrown, Whole Foods Market,

Initial Speaker Bios

Katie Lee

Katie was raised in Milton, West Virginia and studied both journalism and food science at Miami University in Oxford Ohio.

Lee has worked in several different restaurants as well as gourmet food and wine stores, such as Jeff and Eddy's Restaurant where she served as the house fishmonger. She later hosted the first season of Bravo's top chef and served as a food and lifestyle contributor for the Early Show.

Her first cookbook, The Comfort Table, as well as her second, cookbook, The Comfort Table: Recipes for Everyday Occasions, were published by Simon and Schuster

Andrew Zimmern

Andrew was born and raised in New York City and began his formal culinary training at the age of 14. He attended the Dalton school and graduated from Vassar College. After moving to Minnesota, he gained wide acclaim during his tenure as an executive chef of Cafe Un Deux Trois.

Zimmern is best known for being the host of the Travel Channel series Bizarre Foods with Andrew Zimmern as well as its spin offs. He's also been a guest chef at many national charity events such as the Twin Cities Food and Wine Experience.

Deb OConnor

Deb is the current Director of Global Corporate Reputation and Community Relations for the Whirlpool Corporation. She was formerly the Senior Manager in Brand Experience. Receiving her education from the University of Michigan in public relations and marketing, she currently has 7 years of experience as director.

Isa Chandra Mosko

Isa was raised in Brooklyn, New York and attended the High School of Music and Art majoring in fine art. In the late 80's she began embracing a vegan diet, requiring her to develop her skills as both a cook and inventor of her own recipes. She created her own show titled The Post Punk Kitchen which aired between 2003 and 2005. Since 2005, she has released numerous cookbooks such as "Vegan with a Vengeance", "Vegan Brunch", "Vegan Cookies Invade Your Cookie Jar", and "Isa Does it".

Vittorio Bertazzoni

Mr. Bertazzoni is the Founder of Borealis Tech Ventures, the deputy Chairman and Chief Executive Officer of ERFIN, and SMEG, an Italian manufacturer of household appliances since 2006. His education gave him a Degree in Law from Parma University.

Mark Tritton

Mark is the Executive Vice President and Chief Merchandising Officer for Target. He previously worked for Nordstrom and received his education from the University of Sydney.

Allison Arevalo and Erin Wade

Allison and Erin are the co author's of The Mac and Cheese cookbook. The two are close friends that opened up the restaurant "Homeroom" in Oakland California back in 2011. The restaurant uses Erin's original family recipe. Allison left Homeroom to start Pasta Friday, a weekly event who's main goal is to bring families together.

Final Conference Logo

Use Your
Noodle

Macaroni Made Modern

Custom Font



Instagram Posts



Location: Muse Event Center

Use Your Noodle



Introducing...

Use Your Noodle

Macaroni Made Modern

June 20-22, 2019

Muse Event Center

Mark Tritton

Target Vice President



Use Your
Noodle

A portrait of a woman with long, dark, wavy hair, smiling. She is wearing a light-colored, ribbed sweater and a necklace with a circular pendant. The background is a light yellow color with faint, abstract yellow lines.

Katie Lee

Chef

Use Your
Noodle

Website

Use Your
Noodle

Macaroni Made Modern

About

Venue

Schedule

Speakers

Register Today!!!

239 Days until you'll lose your Noodle!

About the Conference:



Use Your Noodle is the first conference of its kind, held in Minneapolis, Minnesota, the home of Target Headquarters. Join us at Muse Event center, in the historic North Loop neighborhood, for 3 days of the newest kitchen tech, innovative recipes, and most importantly, mac & cheese tasting.

Come hear world renowned chefs and experts from the world of kitchen appliances, explore the brand expo, noodle surf waves of cheese in our VR pop-up, participate in the mac & cheese cookoff, and close out the conference by losing your noodle at our after party!

FAQ

Q: Where do I park at the conference?

A: **Check out our transportation (hyperlink) options, or drive to Muse and use their valet service.**

Q: How many companies will be represented at the expo?

A: **Over 30 local and national brands will have booth at the Use Your Noodle Expo!**

Q: Will there be options for attendees with dietary restrictions?

A: **Yes! Lose Your Noodle is attempting to be inclusive to dietary restrictions by providing gluten-free, dairy-free, and vegan options at the conference.**

Q: Is there an age requirement for the conference?

A: **There is no age requirement for the daytime conference activities, but the Lose Your Noodle after party is 21+.**

Q: What does it cost to attend the conference?

A: **The cost of a Use Your Noodle all access pass is \$250. This will get you in to all of the conference events, including the cook-off and after party! Day passes can also be purchased for \$100. Cook-off tickets and after party tickets are \$50 a piece.**

Sponsors



KitchenAid

smeg



Social Links



Venue

Muse Event Center:

Muse Event Center offers 9500 square feet of unique event space, across 3 floors! The Foyer houses a full bar and opens into the ballroom. On the second floor, the Loft provides a small activity area featuring a private bar and comfortable furnishings. Adjacent to the Loft is the Mezzanine overlooks the ballroom. The space is complete with another bar and a bird's eye view of the ballroom space. The third floor Club Room is the perfect luxury space complete with a view of the North Loop!



About the Northern Loop



The North Loop is located in the Minneapolis Warehouse District and is one of the city's fastest growing neighborhoods. The neighborhood's namesake is the trolley line that once served the area. With the population rapidly being millennials and young professionals, it is a hotbed for cool restaurants and activities. It was named Forbes 12th Hippiest neighborhood!

Lodging



Loews Hotel
AC Hotel by Marriott
The Fashy
Airbnb

Hewing Hotel
Radisson Blu
VRBO

North Loop Restaurants



Bachelor Farmer
Block Sheep Pizza
Dallon & Wade
Oniam Restaurant
Red Cow Restaurant & Bar
Spoon & Stottle

Bar La Grasso
Corner Coffee
Marvel Bar
Rise Bagel Co.

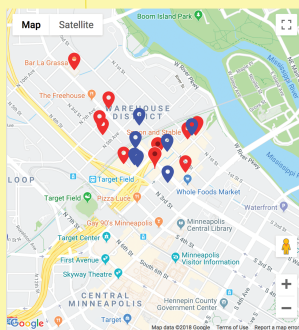
North Loop Retail:

5th Avenue Market
C'est Chic Boutique
D.NOLO
Jeromeo
Lole
Warby Parker
James & Mary Laurie Booksellers
Askov Finlayson
Cooks of Crocus Hill
Hennepin Made
Russel + Hazel
North Loop Wine & Spirits
Wilson & Willy's

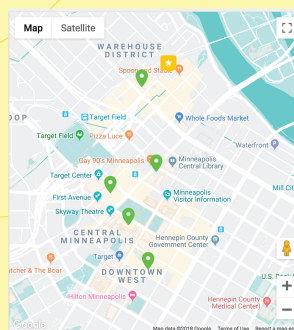
Transportation

Lightrail
Metro Transit
Uber
Lyft
Blue & White Taxi
Eclipse Global Transportation
Executive Transportation

Shops and Restaurants



Hotels



Schedule

**Thursday
June 20, 2019**

8-9 - **Registration**

9-10 - **Mark Tritton**

10-11 - **PAN-DEMONIUM** - *Cavatappi Clubroom*
(proper care of pots and pans)
NOODLE 101 - *Rigatoni Clubroom*
(making hand made spaghetti noodles)
FOR ON THE GO - *Bucatini Ballroom*
(healthy meal prep)

11-11:15 - **Break**

11:15-12:15 - **Vittorio Bertazzoni**

12:15-1:30 - **Lunch Break**

1:30-2:30 **SHARPEN YOUR SKILLS** - *Cavatappi Clubroom*
(knife sharpening)
ITS NOT IM-PASTA-BLE - *Rigatoni Clubroom*
(recipes from what you have)
CLASSIC REWIND - *Bucatini Ballroom*
(modern take on classic recipes)

2:30-3:30 **Debbie O'Connor**

3:30-4 - **Afternoon break**

4-5:30 - **SMART STORAGE** - *Cavatappi Clubroom*
(smart kitchen storage)
GIVE IT A GO - *Rigatoni Clubroom*
(pinterest recipes brought to life)
SHREDDED - *Bucatini Ballroom*
(beginners mac competition)

5:30-7:30 **Dinner break**

7:30-9 **Cocktail hour** (meet the speakers)

**Friday
June 21, 2019**

9-10 - **KEEP IT CRISP** - *Cavatappi Clubroom*
(keeping food fresh)
ITS SO GUODA - *Rigatoni Clubroom*
(around the world cheeses)
I CAN'T BELIEVE ITS NOT CHEESE - *Bucatini Ballroom*
(cheese alternatives)

10-11:30 - **Katie Lee**

11:30-12:30 - **DIFFERENT MOODS**
DIFFERENT MIXER - *Cavatappi Clubroom*
(different mixing techniques)
PERFECT PAIRINGS - *Rigatoni Clubroom*
(wines to pair with your mac)
SAY CHEESE - *Bucatini Ballroom*
(blind cheese taste test competition)

12:30-1:45 - **Lunch break**

1:45-3:30 - **Erin Wade and Allison Arevalo**

3:30-4 - **Afternoon break**

4-5:30 **TABLE TALK** - *Cavatappi Clubroom*
(setting a table with class)
STUFF IT - *Rigatoni Clubroom*
(handmade ravioli)
GLUTEN FROODLES - *Bucatini Ballroom*
(gluten free noodles)

5:30-7:30 **Dinner break**

7:30-9 **Wine and adult macaroni crafts**

Club room - *Rigatoni*

**Saturday
June 22, 2019**

9-10 **COOKING CLEAN** - *Cavatappi Clubroom*
(tech in the kitchen and sustainability)
ON THE SIDE - *Rigatoni Clubroom*
(sides for your mac)
ELEVATED - *Bucatini Ballroom*
(gourmet family size meals)

10-11:15 **Andrew Zimmern**

11-15-12:15 **GRILL MARKS** - *Cavatappi Clubroom*
(grilling appliances)
TIE THE KNOT - *Rigatoni Clubroom*
(handmade bowties)
EATS FOR CHEAP - *Bucatini Ballroom*
(gourmet groceries on a budget)

12:15-1:30 **Lunch break**

1:30-2:45 **Isa Chandra Moskowitz**

2:45-3:45 **WATCH IT!** - *Cavatappi Clubroom*
(kitchen safety)
ORIGIN STORY - *Rigatoni Clubroom*
(history of noodles)
NAKED NOODLES - *Bucatini Ballroom*
(plain noodles competition)

3:45-4 **Afternoon break**

4-5:15 **Bobby Flay**

5:15-7:30 **Expo**

7:30-9 **Dinner break**

9-Midnight **Lose Your Noodle After Party**

Speakers

Allison Arevalo and Erin Wade

Allison and Erin are the co author's of The Mac and Cheese cookbook. The two are close friends that opened up the restaurant "Homeroom" in Oakland California back in 2011. The restaurant uses Erin's original family recipe. Allison left Homeroom to start Pasta Friday, a weekly event who's main goal is to bring families together.



Register Today!!

Original Schedule

thursday june 20, 2019 8-9 registration 9-10 mark tritton 10-11 PAN-DEMONIUM (proper care pots and pans) NOODLE 101 (hand made spaghetti noodles) FOR ON THE GO (healthy meal prep) 11-11:15 break 11:15-12:15 vittorio Bertazzoni 12:15-1:30 lunch break 1:30-2:30 SHARPEN YOUR SKILLS (knife sharpening)

ITS NOT IM-PASTA-BLE (recipes from what you have) CLASSIC REWIND (modern take, classic recipe) 2:30-3:30 debbie o'connor 3:30-4 afternoon break 4-5:30 SMART STORAGE (smart kitchen storage)

GIVE IT A GO (pinterest recipes brought to life) SHREDDED (beginners mac competition) 5:30-7:30 dinner break 7:30-9 cocktail hour (meet the speakers)

friday june 21 2019 9-10 KEEP IT CRISP (keeping food fresh (fridge organization))

ITS SO GUODA (around the world cheeses) I CAN'T BELIEVE ITS NOT CHEESE (cheese alternatives) 10-11:30 katie lee 11:30-12:30 DIFFERENT MOODS DIFFERENT MIXER (different mixing techniques)

PERFECT PAIRINGS (wines to pair with your mac) SAY CHEESE (blind cheese taste test competition) 12:30-1:45 lunch break 1:45-3:30 erin wade and allison arevalo 3:30-4 afternoon break 4-5:30 TABLE TALK (setting a table with class)

STUFF IT (handmade ravioli) GLUTEN FROODLES (gluten free noodles) 5:30-7:30 dinner break 7:30-9 wine and adult macaroni crafts

saturday june 22 2019 9-10 COOKING CLEAN (tech in the kitchen (sustainability))

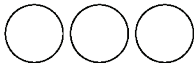
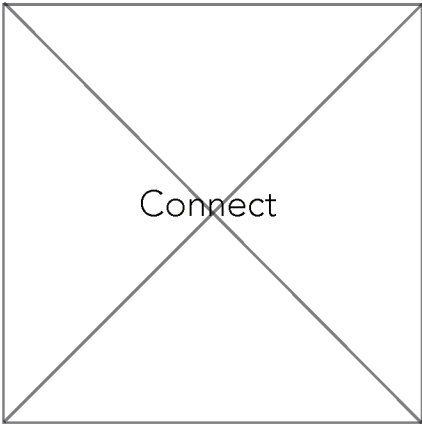
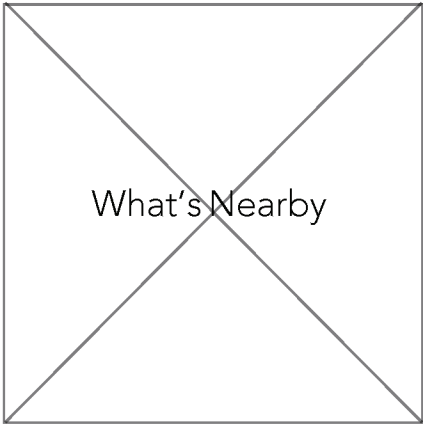
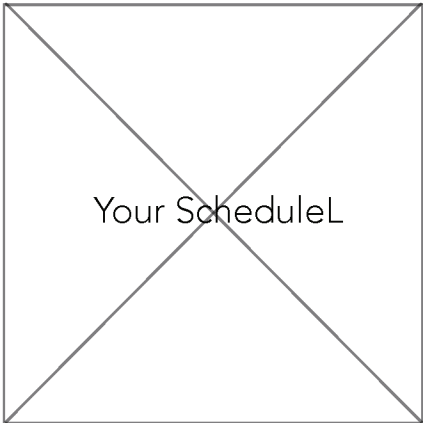
ON THE SIDE (sides for your mac) ELEVATED (gourmet family size meals) 10-11:15 andrew zimmer 11:15-12:15 GRILL MARKS (grilling appliances)

TIE THE KNOT (handmade bowties) EATS FOR CHEAP (gourmet groceries on a budget) 12:15-1:30 lunch break 1:30-2:45 isa chandra moskowitz 2:45-3:45 WATCH IT! (kitchen safety)

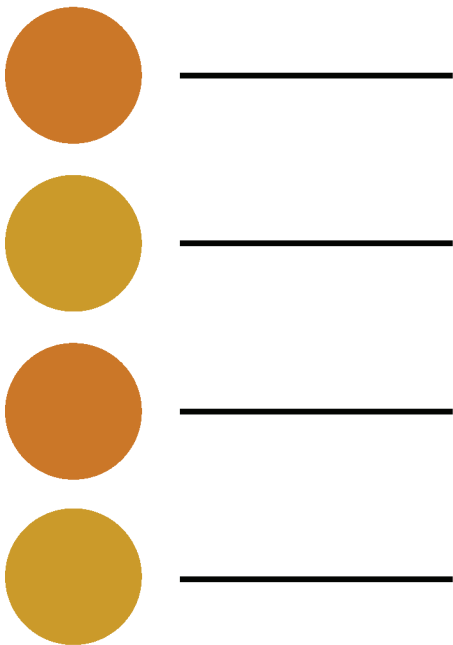
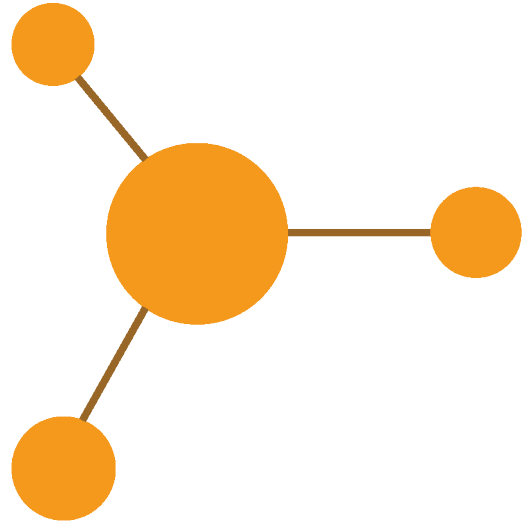
ORIGIN STORY (history of noodles) NAKED NOODLES (plain noodles competition) 3:45-4 afternoon break 4-5:15 bobby flay 5:15-7:30 expo 7:30-9 dinner break 9-midnight lose your noodle after part(y ft augmented reality thing)

Club room - Rigatoni (2nd ws in every list) Loft- Cavatappi (1st ws in every list) Ballroom- Bucatini (third ws in every list)

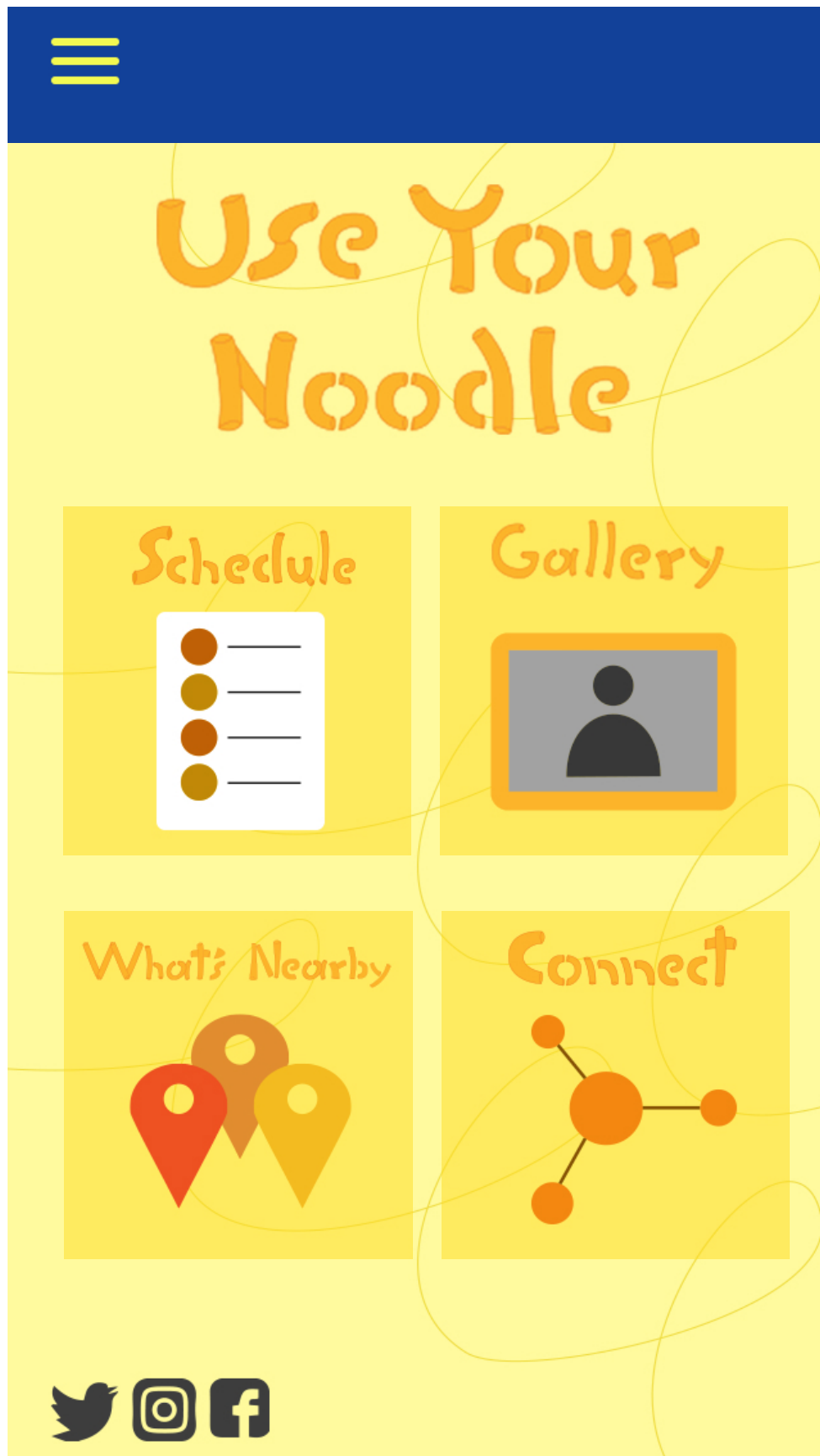
Original App Wireframe



Icons



App Design





Gallery

Use the tag [@UseYourNoodleConf](#) to be featured in the live gallery feed!





Your Schedule

Personalize your conference experience!
Add the activities you wish to attend and
allow push notifications to stay up to date!
Swipe left to add or mute elements!

Thursday, June 20 ▾

Friday, June 21 ▾

Saturday, June 22 ▲

9-10 Cooking Clean, Workshop 1 [Add](#) | [Mute](#)

11:15- 12:15 Eats for Cheap, Workshop 2

12:15-1:30 Lunch Break

1:30-2:45 Isa Chandra Moskowitz, Keynote Speaker

2:45-3:45 Origin Story, Workshop 3

3:45-4 Afternoon Break



Mock Ups





23:00

Gallery

Use the tag @UseYourNoodleConf to be featured in the live gallery feed!





Instagram



lorem ipsum



Introducing...

Use Your Noodle

Macaroni Made Modern

June 20-22, 2019

Muse Event Center



11.5k views

john.doe Lorem ipsum



lorem ipsum



Final Project Direction

I went with Project direction number one which included:

Name Badges

Program (Cover + 1 Inside Spread)

Tote Bags

Pencils

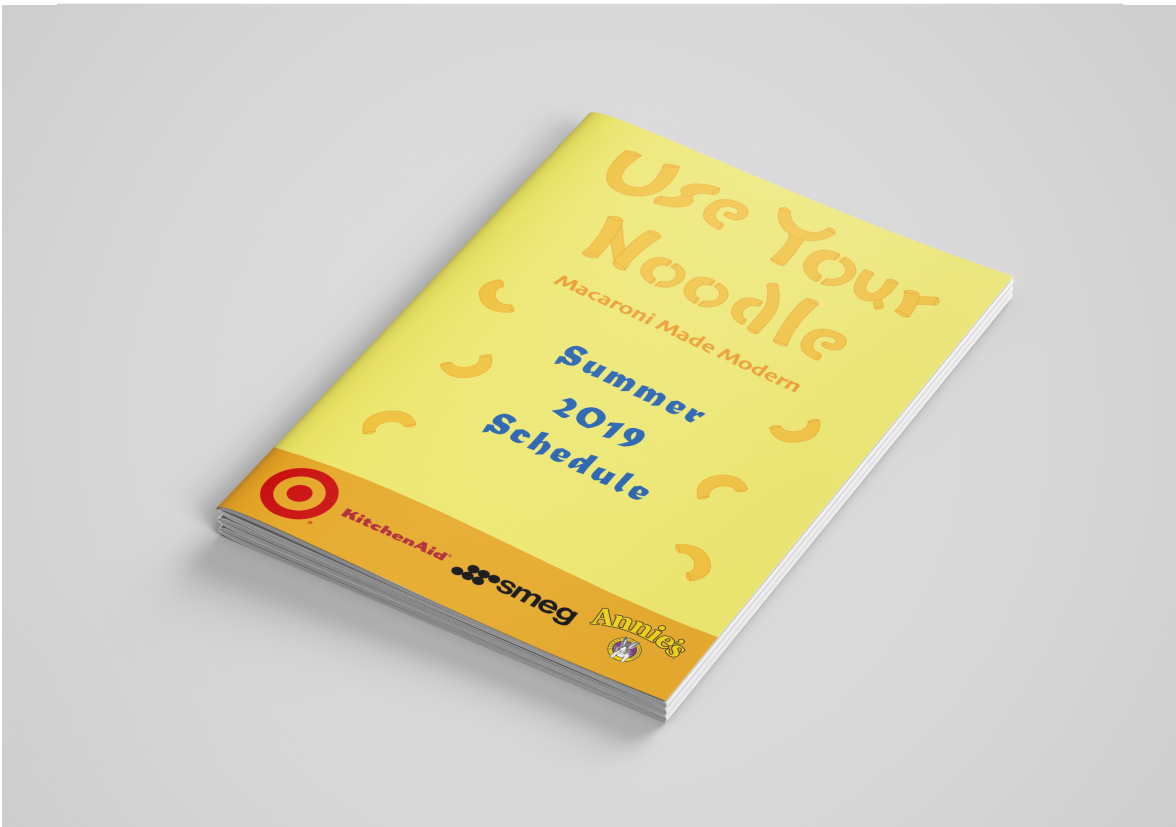
Presentation Screens (Welcome Screen, 2 Presenter Screens, Animated Logo)

Interactive Welcome Area

Name Badges



Program



Tote Bag



Pencils



Presentation Screens

Welcome to...

Use Your Noodle

Macaroni Made Modern

Sponsored by...



KitchenAid

smeg



A portrait of Andrew Zimmer, a middle-aged man with a shaved head, wearing orange-rimmed glasses and a green button-down shirt. He is smiling slightly and looking towards the camera. The background is a light yellow with thin, curved lines.

Andrew Zimmerh

Culinary Expert

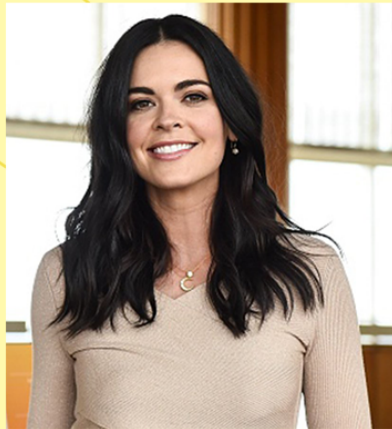
Use Your
Noodle

Andrew Zimmern



Use Your
Noodle

Katie Lee



Use Your
Noodle

Interactive Area

