



**Evolution of the Arts
in a Digital World**

SYMPOSIUM 2021

ATTENDEE PACKAGE

Using Digital as a Tool in Storytelling

January 13, 2021



Canada Council
for the Arts

Conseil des arts
du Canada

ARUP



Thank You for Joining Us.

We are delighted to have you join us for the Evolution of the Arts in a Digital World Symposium. We are so excited to engage you in prevalent and practical conversation about the nature of our digital world, and our place within this digital world. Our goal is to help you feel comfortable returning to your organizations and making recommendations and changes about digital offerings thanks to the information you gather from this event.

If you have any questions before, during, or after the event, don't hesitate to reach out to Kyra at symposium@winspearcentre.com for assistance.



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This symposium is made possible thanks to the incredible support of Canada Council for the Arts.

Event Details:

Wednesday, January 13, 2021
10:00 AM - 11:30 AM MT

Your personal Zoom link was sent to you in your registration email. You will also receive it in a reminder email one hour before the event begins. If you do not have a Zoom link, please email symposium@winspearcentre.com for assistance.

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Zoom Tips and Tricks:

To participate in the sessions, you will need to join the meeting on the Zoom platform. Please note that if you are connected using audio only on your phone, you will not be able to fully participate. We suggest that you connect on a computer or in the Zoom app so you can fully participate.

You will also need the newest version of Zoom to participate in the breakout sessions (as applicable). For a detailed guide on how to check for the latest version of Zoom please [click here](#).

Reminders about your session:

This session includes a short breakout room exercise. Please be prepared to turn your camera and mic on and join the conversation. If your computer does not have a mic, you can use another device (ie. phone) to call in and participate with audio. Please direct any questions to symposium@winspearcentre.com.



Gretchen Coss

Senior Vice President of Strategic Partnerships,
Gallagher & Associates

Gretchen Coss is a visionary leader, educator, and designer with over twenty-five years of experience in global brand management, experience design, and placemaking. Prior to G&A, Gretchen was Vice President/Director of Graphics for Gensler LA; and owned her own agency, Coss Creative, where she led design and development for large-scale, mixed-use projects for over 11 years. Gretchen joined G&A at its inception to lead strategic visioning and pursuits, contributing to the firm's worldwide growth and esteemed reputation. She is a passionate educator and active industry leader, serving on the board of the Society for Experiential Graphic Design for six years, where she was a past president and helped to launch their education foundation; and as a past adjunct professor for the Master of Exhibition Design at the Corcoran College of Art + Design, where she won a faculty award for exemplifying innovative teaching techniques. Gretchen continues to lead museum planning and visioning workshops throughout the world for organizations such as IMCC, MAAM, ICOM, SEGD, and AAM.