



## VCU Brandcenter Friday Forum

Feb. 3rd / 11am - 12:30pm / VCU Commons Theater / 907 Floyd Avenue

# Steve Simpson

Chief Creative Officer / Ogilvy North America



Steve Simpson has been the Chief Creative Officer of Ogilvy North America since August 2010. Previously, was Partner, Executive Creative Director, Goodby, Silverstein & Partners, San Francisco from 1990-2010. He also worked as a copywriter at Ogilvy/Hal Riney & Partners in San Francisco from 1984-1990.

### Topic / Craft vs. Cant

**Descriptor /** Media, communications, technology. You will soon be entering fields that produce many wonders but also many plagues; the chief of which is--talking.

You are signing up for careers that are loaded up, packed to the rafters with world-champion talkers. Charlatans. Self-promoters. Just you wait.

Trendy new vocabulary is invented every day. Companies with dangerous-sounding names are birthed who wield these new vocabulary terms to design your death. Until these companies and these terms are themselves disappeared in a twelvemonth by newer even more exotic companies aiming even more deadly and opaque words.

So how will you stay steady? How will you stay calm? How will you ever be vocabulary-current enough? How will you keep your brains from turning to pudding?

A suggestion:

While the others talk their fancy talk, and spew their cant:

Keep to your work. Make things. Stick to your craft.

On Friday, I will show some great craft, timeless and new. I will design the talk around craftspeople. Many of them have been unusual characters, with unusual ways of working (which they didn't talk much about by the way). Riney. Goodby. Silverstein. Wong. Luker. Others. Mostly people I have lucked into working with, the best Makers of Things I know.