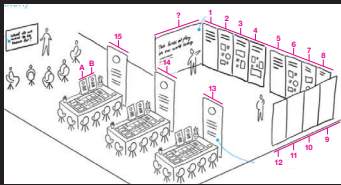


Despite having a clear, compelling brand vision, AT&T needed to ensure their leadership felt fully invested as co-authors, co-owners, and drivers of that vision. To that end, they partnered with SYPartners to produce a summit for their top 26 executives, as they held an expanded view of the brand, played a vital role in its success, and were starting to make business decisions around it.

AT&T

Title Senior Production Designer



AT&T
Corporate
Headquarters
schematic for
Forces and
Territories
Walls

Key Responsibilities

Partnered with the design team to conceptualize and prototype the exhibit, ensuring content was impactful, visually compelling, and optimized for large-scale production.

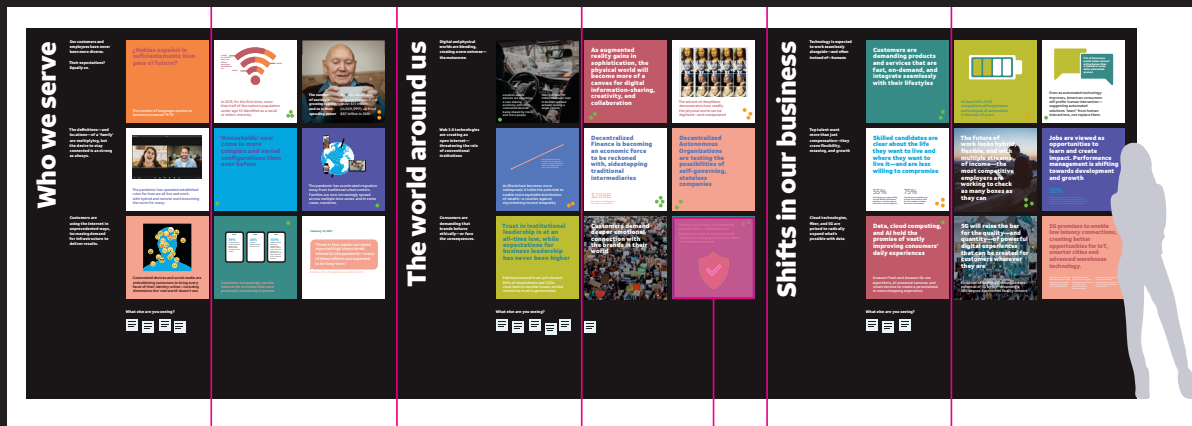
Identified and secured a production partner in Dallas to manufacture and deliver exhibit components on-time and within budget.

Coordinated with print and fabrication vendors to ensure color fidelity, print quality, and material integrity, despite limited access to physical proofs.

Managed communication between print partners, internal teams, and AT&T facilities management to ensure seamless logistics and timely delivery of large exhibit pieces to summit venue.

Managed the setup, assembly, and placement of exhibit elements under tight timelines. Ensured all components were installed correctly and in line with SYPartners expectations of exactness and excellence.

Captured high-quality images and video throughout the summit, producing impactful visuals for client presentations and future case studies.



b. Forces With / Forces Against Wall



f. Territories worksheet



g. Territory B discussion



h. Post Territories Exercise Discussion



i. CMO Tiffany X delivering Brand Vision Presentation

c. Territories