

VISIONARY

DESIGN MARKETING

THE POWER OF PERSONAL BRANDING

This highly interactive workshop will explore the very basics of brand positioning and marketing. It will help attendees answer the fundamental questions...”Who am I...and What do I stand for?”. The workshop is conducted in a way that attendees self-realize the true essence of their brand. It’s transformative.

BRAND BASED LEADERSHIP

This interactive workshop is the natural follow up to The Power of Personal Branding. Once the attendees understand “Who they are”, this workshop helps them implement the mission and vision that will move their business forward, and aligns all brand participants.

MARKETING YOUR BRAND

This seminar is the third of the trilogy. New marketing media, including digital, social and website, are presented and analyzed to help the attendee make the choice they need to build their business. We review multiple case studies that show how highly targeted marketing builds business.

SOLUTIONS TO THE ONLINE AND RETAIL INVASION

This panel seminar seeks to help interior designers embrace the growing influence of online in their business. The design industry is heavily focused on “product”, but when product is easily acquired through multiple alternative sources, what does the designer do? Designers need to better understand their real value proposition and have confidence in it.

DESIGN HARMONY: DESIGN’S INFLUENCE ON HEALTH AND WELLNESS

One of the fastest growing influences in design today is the realization that great design improves health and wellness. Studies from around the world prove the health benefits of design and designers need to start taking credit for it. Designers will leave the panel discussion armed with new marketing tools that will allow them to receive credit for providing healthier homes.