

This is the current schedule for seminars and their descriptions:

April 22, 2010 Minding Your Business I – The Business Planning Process CEU .3 credits

9:30 – 12:30 \$35.00 prepay or \$40.00 at the door

Back by popular demand, in this informative and inspiring seminar, Mike Weddington, General Sales Manager of Business Development from Hunter Douglas will teach us how to take our businesses to the next level in Part I of his business development series which focuses on business planning. In this seminar, you will learn to integrate real world experience with established business planning principles that will guide you in a thriving design business in 2010.

April 27, 2010 Getting Organized for the Interior Designer – A Trade Alliance Workshop

9:30 – 11:00 \$5.00 at the door

Join us for this productive and necessary workshop. Productivity expert, Kim Guay will provide a showcase presentation on the “GO System for Interior Designers”. The GO stands for getting organized. If you can’t keep up with the paperwork, and feel completely disorganized, Kim will provide us with many helpful tips and insights on how to stay on top of our work and discuss systems that will help us stay organized, productive and profitable. This is also a great venue to meet and interact with other designers and industry partners in our industry.

May 6, 2010 Minding Your Business II – The Marketing Process – How to Thrive not just Survive in Today’s Business Environment. CEU .3 credits

9:30 – 12:30 \$35.00 prepay or \$40 at the door

This seminar will help you integrate real world experience with established marketing concepts and principles. Learn to secure more design projects, improve sales growth and how to develop a formal marketing plan. Explore several types of marketing tactics and strategies including the social networking phenomenon of Facebook, Twitter, My Space and You Tube. A detailed marketing plan will be reviewed and a fictitious company named Mike’s Designs will be introduced.

May 10, 2010 GO System for Designers – Getting Organized ½ day workshop.

9:30 – 12:30 \$55.00 prepay or \$60.00 at the door

The GO System is a proven, step-by-step method to help busy people get and stay organized. Kim Guay, productivity expert will cover a collection of techniques to help you improve your ability to focus, organize and prioritize. This seminar is customized specifically for owners of an interior design business. This is a must if you are overloaded with email, paper, voicemail and struggle to manage the paperwork required in our industry.

May 13, 2010 - A Trade Alliance Workshop – What is Biophilic Design?

9:30 – 11:00 \$5.00

As the world of design becomes “greener” every day, learn the principles and theories behind Biophilic Design from our own expert designer Debbie Meredith.

May 20, 2010 Minding Your Business III – Selling, Closing Techniques, Overcoming Objectives

CEU .3 credits 9:30 – 12:30 \$35.00 prepay or \$40.00 at the door

Throughout this energetic and interactive workshop, Mike Weddington will take participants through the essential steps needed to develop and create a successful sales plan – all founded on solid principles: 10 Steps to Closing a Sale, Differentiating Your Company, Closing Ratios and Cost per Lead, and Making Technology a Competitive Edge.

May 27, 2010 Motorized Basics – Window Coverings CEU .3 Credits

9:30 – 11:30 \$35.00 prepay or \$40.00 at the door

Learn how to incorporate the growing market of motorized window coverings into your business. This profitable area of design is a great way to add to your product line and design repertoire. Learn how to prepare and plan a detailed motorization project, which shades that can be easily motorized, hardwire solutions and battery powered solutions for the home and much more!

June 8, 2010 Trade Alliance Workshop – Why Sell Window Coverings?

9:30 – 11:00 \$5.00

Do not be left out of the loop. Selling window coverings is a very profitable business and lead to many other design opportunities and additional work. Learn how and why you should be selling both hard and soft window treatments to increase your bottom line.

