

2017 ART + IDS CONFERENCE
FRIDAY WORKSHOPS

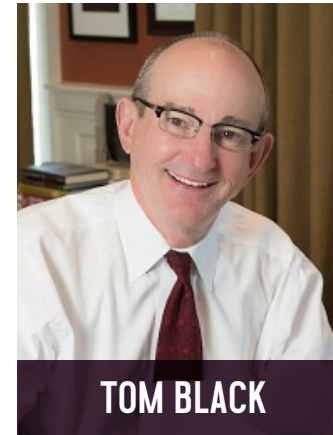


LORETTA LOVE HUFF

YOUR COMFORT ZONE IS A KILL ZONE

Loretta Love Huff

Join Loretta Love Huff, The Dream Leader for Business™ and creator of the Bamboo Approach to Courageous Leadership and Outrageous Growth™ to uncover the roadblocks and discover key beliefs and strategies you need to get out of your own way and live the life you were destined to live. You will learn - 7 ideas to break you out of your kill zone, comfort zone rut- And way more! Learn what it takes to step out and thrive!



TOM BLACK

WE'RE ALL IN SALES: BUILDING A SALES CULTURE

Tom Black, Tom Black Center

Everyone listens to the same radio station WIIFM (What's in it for me?). Learn how to tune into your customers and co-workers needs and learn how to build a sales culture which is revenue focused and customer driven. Learn the 7 foundations of great communication.



PATTI CARPENTER

COLOR + TREND REPORTAGE

**Patti Carpenter of carpenter + company,
Global Trend Ambassador for Maison & Objet**
sponsored by Maison & Objet

Join Global Trend Ambassador, Patti Carpenter, on a journey through emerging international macro trends in color, print, surface design and materials with a focus on their influence on the current US home and gift industries.



KELLI ELLIS

THE BUSINESS OF LIFESTYLE DESIGN: BUILDING A THRIVING DESIGN BUSINESS = BUILD A THRIVING LIFE

Kelli Ellis, Interior Designer, Artist and Lifestyle Expert

Learn about branding and networking, why it's important and the top 5 must do's. Kelli will also cover the steps of licensing and the why and how of online design.



5 THINGS YOUR BUSINESS MUST HAVE TO SUCCEED

Shelia Butler, Handley Drive

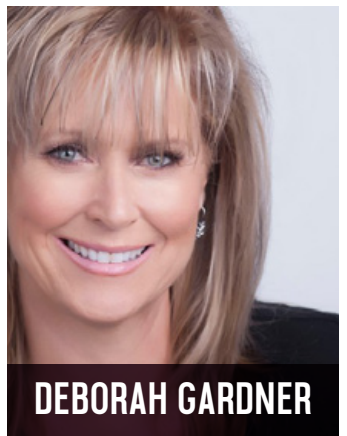
There are plenty of businesses struggling with daily overwhelming and operational inefficiencies. Yours shouldn't be one of them. In this presentation Shelia will discuss the top 5 reasons most small businesses struggle and how you can create a path to more balance, joy and freedom in your business.



WILL THE REAL ECONOMY PLEASE STAND UP

Elliott Eisenberg, GraphsandLaughs, LLC.

The Economic Forecast. Attend this entertaining and informative presentation on the economy and housing. Learn from Dr. Eisenberg how GDP growth will perform, how labor markets and wages will do, what path interest rates are likely to follow, and how a whole host of other economic and importantly how the housing market will perform in light of President Trump's election victory. Dr. Eisenberg will look at credit conditions, inventories of both new and existing homes, household wealth and income, new home sizes, buyer demographics, renovations, alteration and repair budgets and more so as to better explain the likely path of single-family and multifamily housing starts, existing home sales, and prices. Dr. Eisenberg will cover all this and more during this session.



NAKED NEGOTIATING

The naked truth starts here with a new negotiation mindset that creates a winning combination when dealing with vendors, customers, co-workers, the boss, family friends and even the Starbucks coffee server. This program is designed to provide practical help to enable those in the design industry to grasp the mindset of an expert negotiator. Even a seasoned negotiator will develop greater confidence and skills that are required in this fast-paced world.



SIMPLE SOCIAL SYSTEM FOR DESIGNERS

Lauren Pasqualone & Linley Paske, LP2 Boutique Agency

Is your social media content killing you? For most designers, coming up with posts and pictures takes up most of their social media time but has the least results. (Ain't nobody got time for that!) Let marketing mavens Linley+Lauren show you how to create killer content that won't kill you, so you can cross social media and blogging off your list and get on with takin' care of business. From your profile to your pictures, learn the three ways you SHOULD be using social media for your biz and how to create an entire month's content plan for Facebook, Instagram, Pinterest, Houzz and more in an hour or less.