



# IDS Seminars

## 2009 Fall High Point Market

### Monday, October 19

**LOCATION** - IDS Seminars are held in the **IDS Seminar Room** located on the **8<sup>th</sup> Floor** of the **Radio Building at 164 South Main Street.**

**COST** - All IDS Seminars are **FREE**. Seating is limited. **Reservations are required.** Please fill out the reservation form online at <http://www.interiordesignsociety.org> or call 888-884-4469 x 223.

9 am – 9:50 am

Ross Barlett

### Design for Today's Consumer ... Show & Sell in 3D



Forget the economy - the Internet has changed everything! Never before have we seen such a drastic shift in the way consumers buy products and services. With more tools and information at their fingertips it has turned your clients into your competition! Learn how designing in 3D will excite your clients, increase your professional value and boost your sales! Presented by Ross Barlett, CEO ViewIT Technologies & Chief Architect of 3Dream.net.

10 am – 10:50 am

Ed Wolkis

### Picture Perfect: Interior Photography that Sells



Ed Wolkis, author of *How to Take Photos that Move Houses*, presents tips and ideas on how to photograph interiors that sell your business. Prospective clients respond to great photography and Ed will show you how to create the perfect interior image! The seminar includes basic information on the camera equipment to buy and how to use it; camera basics that include composition, lighting, and exposure; advanced camera techniques and Photoshop; and how to hire a pro. Ed Wolkis, based in Atlanta, GA, has earned over twenty local, national, and international awards in photography. His work has appeared on TV and in many publications including the *New York Times*, *National Geographic*, *Town and Country Magazine*, and *TV Guide*.

11 am – 11:50 am

Margi Kyle

### Getting Published



Practical and proven techniques for getting your name in front of the public with little money or effort. Get motivated to tell the world who you are and what you do. Margi Kyle, the Designing Doctor, shares her tips for success learned over a 40-year career. Margi Kyle is a Professional Interior Designer that has contributed to the industry as an Interior Designer, Television Host, Mentor, Keynote Speaker, Educator, and Writer. Her recent TV show was *Desperate Design* and currently is presenting webinars to both the Design and Window Design industry, through *Drapery & Window Covering Magazine*. Margi Kyle is the IDS National President and the National Vice President of WCAA.



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12 pm – 12:50 pm

Marcella Davis-Burks

#### The “NEW” CQRID Exam – “I can do that!”



Having the right credentials to validate your design skills and experience to clients is critical to your success as a design professional. If you are looking for a convenient and cost-effective way to become certified as a qualified CQRID designer and IDS Professional Member, we can help! Marcella Davis-Burks will give an overview of the *Residential Design Training Program*, a Specialized Design Study Guide & Correspondence Tutorial Training Program for the “New” CQRID Exam Part I and Part II.



1 pm – 1:50 pm

Monte Lee

#### Lighting: Color, Contrast, and Cost of Ownership



Understanding the relationship between color and light sources is essential to ensuring interior designs are as attractive in the home as planned in the studio. Monte Lee of Service Lamp Corp will demonstrate how different light sources influence the color of paint and fabric. The importance of accent lighting to bring out texture in contrast to the background will also be demonstrated. Energy consumption is rising as are energy costs and the environmental impact of lighting. Sustainable lighting needs to consider the total cost of ownership while meeting our visual needs.

2 pm – 2:50 pm

Richard Sexton

#### Friending and Tweeting and Linking, Oh My!



Straight Talk on Internet Marketing for your business. As business owners, the easiest part of our job is doing what we know and love, such as design consultation or furniture sales. The hardest part is deciding on how to allocate hard-earned resources to marketing your business online. While the internet is now the definitive source for business referrals and sales (for most of us), it is still a labyrinth of confusing, and often times, expensive marketing opportunities. Recent media coverage regarding social networking has added to the conflict of where to invest your time and money for online marketing. This short seminar by Richard Sexton will untangle these options and put you on track for successful internet marketing.

3 pm – 3:50 pm

IDS EXCLUSIVE!

Jeff Hiller

#### ECO Design Essentials



A recent national study shows 80% of all consumers, who would seriously consider hiring an interior designer, are also interested in getting eco friendly advice, though most have never heard of a green designer. This exclusive presentation for IDS members was developed to give you a strong working knowledge of the subject by Jeff Hiller, President of the Sustainable Furnishings Council the # 1 organization in green furnishings. Topics include key environmental issues, such as indoor air quality and climate change, significant legislation, product options, where to look at market, and what questions to ask. Don't miss this opportunity to gain a competitive edge with increasing relevance in the design world.