

DesigningProfits

“Life-changing Conferences for Design Professionals”

**Serious Business Strategies
For Serious Interior Designers**

7th Annual Business of Design Conference

**Grand Ballroom
The Roosevelt Hotel
New York, NY
September 2-3, 2010**



Time to Decide!

7th Annual Business of Design Conference



Business of
DESIGN

Approaching its seventh year, the *Business of Design* conference continues to cement its role in the industry as the only national event devoted solely to helping interior designers create sustainably profitable firms. More like an executive education seminar than a “trade show,” BoD is the only forum in which founder David Shepherd reveals his latest compilation of “best practices” and is joined by experts from inside and outside the design industry. From proprietary strategies, to inspirational speakers, to panelists, networking experiences and more, this is the one event you literally can’t afford to miss.

Who Should Attend?

Our Conferences are designed to provide high-level business advice and strategies to interior designers, even if they have little or no formal business training. We work hard to make our content clear, concise, and easy to integrate once you return home. From sole practitioners to principals, junior designers, and managers of small- to mid-sized firms, our attendees are those ready to consider leading edge concepts, strategies, and technologies in pursuit of a sustainably profitable business model. Our attendees also appreciate networking with like-minded individuals of similar commitment. Our conferences are open only to practicing interior designers/ decorators and their W-2 or 1099 employees, advisors, partners and/or spouses. We reserve the right to deny admission at our discretion.

“David Shepherd said one thing and I turned to my colleague and said, ‘Now that was just worth the price of the entire conference!’”

--Marlene Oliphant Glendale, CA

Program Dates

September 2-3, 2010

Grand Ballroom
The Roosevelt Hotel
New York, NY

**CLICK TO
REGISTER
ONLINE**



A Message From David Shepherd

While searching for the ideal site for our 7th annual event, I found myself sitting in the ornate lobby of the historic Roosevelt Hotel in New York City. I knew the history of the near-century-old hotel. I knew that Guy Lombardo had first played Auld Lang Syne on New Year's Eve for a 1929 radio audience. Talk about a tough economy!

I knew this was where Thomas Dewey claimed victory over Harry Truman, a victory that wasn't to be. I was aware of people hustling and bustling through the lobby and noticed how many of them glanced up at the ornate gold clock hanging from the ceiling. No doubt Lombardo and Dewey had done the same.

I, too, let my eyes wander to the clock and came under its spell. I wondered how many thousands of men and women, for almost a century, had also glanced at that clock on their way to and from the moments of their lives. Those moments, of course, are also affected by outside forces. Better than most, I know that the outside forces impacting interior design have never been greater and that the future has never been more in flux. In business, we call that an opportunity.

In fact as I contemplated the many topics I wanted to bring to you my concern was how to fit them all in to two intensive days. The minute hand kept methodically moving on as I became lost in thought. Technology changes. The economy changes. Trends and tastes change...but time waits for no man or woman.

My goal was to identify the precious few issues that time, circumstance, and history had pushed to the forefront. As I sat in that lobby, I mentally poured over the thousands of pages and thousands of hours of information I have taken in on your industry, and I watched the ink bleed as I jotted down on my cocktail napkin the six key areas that I am certain will determine your future success. Momentarily relieved, I again glanced at the clock and realized somewhat soberly that nothing I could present to you would make the slightest difference without one key element: A decision! A decision on your part.

I'm not talking about the decision of whether or not to attend. If you're serious about your financial future, that's the easy part. I'm talking about your willingness to make decisions in each of the six core areas we will cover.

If you're willing, then I ask that when the conference is over, you glance up at that gold clock hanging from the ornate ceiling and realize that like generations before you, it will then be your turn. You'll be the one on stage. It will be time for you to walk confidently out of the door and into your future.

Before that clock sweeps away one more minute of your life, it will be time for you to decide.

About David Shepherd

Your host, David Shepherd, is president of Designing Profits, Inc. and founder of the Business of Design Conference. Before founding DPI, David taught courses in entrepreneurship, finance, and strategy for the McCombs School of Business at the University of Texas at Austin and the prestigious ICC Think Tank. He is also the driving force behind the interior design industry's Best Practices Network (BPN), a membership of designers nationwide who undergo extensive business skills training each year and share best practices among

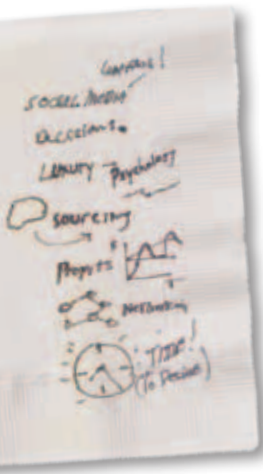
themselves. Shepherd is also publisher of The Business of Design Magazine, a digital publication offering "serious business advice for serious interior designers." Though Shepherd periodically consults with design firms, he rarely speaks in public outside of this annual event. Throughout the year he researches "best practices" and combines all findings into "The Book," a 200+ page publication made available only to attendees of the Business of Design Conference and members of the BPN.



David P. Shepherd



The Roosevelt Hotel Lobby



Course Description*

Social Media Leapfrogging

Since the earliest days of MySpace, innovative interior designers have attempted to harness the potential of social media for marketing. The results have often included too much work for too few results. But today, by understanding how prospective clients utilize these tools, we will show you how to “leapfrog” others even if they have a head start of several years.

Great Decisions by Design

Decisions precede every action and thus drive the results of your business. Yet the legendary “gut feel” used by most entrepreneurs often results in poor decisions with inadequate followthrough, a lack of commitment, and no way to measure results. Here, David Shepherd will introduce a creative new process to help designers identify the best strategic alternatives and to make clear decisions that will improve performance and end cycles of “feast or famine” once and for all.

Why the Wealthy Buy

More than ever, the most profitable interior designers will continue “climbing the ladder,” increasing the average net worth of their clients year after year. But these affluent clients are not the same as they were before the “Big R.” Or are they? There are certain behaviors that your clients have little or no control over. Understanding how to tap into those basic human emotions can send your earnings soaring.

Cloud Sourcing

There are few interior designers today who don’t “shop” online for some products. However, a piecemeal approach is just as likely to *reduce* productivity and profits as to optimize them. The solution is an integrated plan for sourcing and procurement in a manner that includes seamless integration with expediting, accounting, and project management functions. This key segment is just as essential for sole practitioners as for larger firms.

The OneWay™ Forward

After a decade of working with hundreds of interior designers, DPI president David Shepherd has identified the three business models employed by all interior design firms. (Regardless of size, niche, or marketing strategies.) He will reveal them and further detail why two of them are almost certainly doomed to failure, thus revealing for the first time the only financially viable strategy for all firms, his brand new *OneWay™* System.

A Web of Your Own

In addition to these core topics, to keynote speakers, and to an array of expert panelists, attendees will also have the benefit of networking with their peers. More like an executive education program than a “trade show,” attendees at the *Business of Design* conference are assured of being surrounded only by serious and committed business men and women. We help facilitate your opportunities to interact.

*All speakers and topics subject to change without notice.”



The Book



Imagine your own personal consultant spending each and every day throughout the year identifying, developing, and when necessary-- *creating*--the most timely and profitable strategies just for you!

Well, that's exactly what David Shepherd does, and since he could never condense all of those inside tips and tactics into a 2-day conference, he captures them all in what has become known simply as "*The Book*," a 200+ page volume filled with strategies for success.



The Book is made available only to attendees at the *Business of Design* Conference and Members of the *Best Practices Network* (BPN). It is not available for sale. (Attendees must sign a confidentiality agreement to receive their copy.)

Table of Contents In 2009, The Book included:

- Economic update
- Survey Analysis
- Say Your Strategy
- The Six Critical Cores
- 10 Things to STOP Doing
- Filling the Sales Pipeline
- Social Networking
- Cash Flow Magnifiers
- When a Niche is Too Small
- Direct Response Marketing
- The Future of Interior Design
- Odds and Ends
- Appendices
- Plus our annual survey -
What Designers Earn And How They Earn It!

"The first Business of Design conference I attended was like divine intervention. Seven years and 15 additional employees later, I'm still attending."

--Debbie Baxter Baxter Design Group

Program Core*

Social Media Leapfrogging

- Why using social media the “wrong way” can permanently harm your business
- The precise number and demographics of affluent social media users (“Affluents”)
- How affluent customers really interact with social media (Research Results)
- Will Affluents “friend” or “follow” you online? Do you want them to? (Panel discussion)
- How some designers are generating mountains of press with social media (See Keynote Speakers)
- How the affluent combine online and in-store experiences when buying luxury items

Great Decisions by Design

- Why the decisions you make are the only determinant of your success
- Using “decision trees” to help avoid the catastrophic decisions that “gut feel” sometimes leads to
- Simple “Las Vegas Rules” of probability that will starkly reveal the goals that seem realistic, but are often mathematical long shots
- Why creating multiple alternatives is the key to decision making
- Why “squeamishness” is the greatest threat to making and committing to good decisions
- 20 decisions that you should make before leaving the conference!

Why the Wealthy Buy

- How offering much higher prices will drive clients to buy more of your moderately-priced products and services
- What you can learn from upscale restaurant menus about presenting price
- How to tap into those psychological patterns that clients can't refuse--even if they wanted to!
- How to position luxury design in a post-recession era
- Trends in buyer preferences
- Why the wealthy buy luxury (See Keynote Speakers)

*All speakers and topics subject to change without notice.”

Cloud Sourcing

- The last mile--integrating online sources with your operational processes
- Juggling cash flow issues when buying online
- Should your clients have access to your favorite shopping sites? Should they see pricing? (Panel discussion.)
- A directory of the top current online shopping sites
- The role of design centers in the online world (Can you find items you know to be in stock?)
- Ordering, expediting, receiving, paying... when do multiple sites and systems become too complex?
- The goal: Simpler systems, more billable hours!

The OneWay™ Forward

- The only three financial models used by designers, and why only one will lead to financial independence
- Why you should create a seasonal flow to your business--even if there isn't one
- Where profits are made and what to do with them to keep them growing
- How to identify your cash cows (the lesson from auto dealers!)
- The critical case for tracking profitability by project
- What you'll need from your accountant

A Web of Your Own

- The role of blogs either as author or reader
- The role of blogs either for marketing, research, or project management
- Publications you should read (in and out of the design world)
- Building a network of peers
- Building a network of advisors and partners (panel)
- Getting online support for business issues
- Small business networks
- Interest Group dinners / on-site meetings

And More...

See special lunchtime presentations on Page 7 and check our Web site for additional presenters and panelists. www.designingprofits.com

Faculty / Speaker Bios

David Shepherd--

The Industry's Top Strategist

In just seven short years, David Shepherd has built the *Business of Design* Conference into the interior designer's "can't miss" event of the year. A former faculty member at one of the nation's top-ranked business schools, David has helped interior designers capture millions of dollars in profits they had previously foregone. President of DPI and founder of this conference, David is also the author of the small business best seller, *Your Business or Your Life*. David turns down dozens of speaking engagements each year, saving his insights for BoD.



Pam Danziger--

America's Top Luxury Buying Researcher

Pam Danziger is one of the nation's leading experts on what--and why--high net-worth individuals buy. Winner of the Global Luxury Award presented by *Harper's Bazaar* for top industry achievers, Pam is also the author of three books on high-end shopping. While she routinely surveys wealthy individuals and derives trends from the results, Pam also focuses on what drives and motivates consumers as they spend. What sets Pam apart is her focus not just on statistics, but on the psychology behind the statistics. In other words, not just what people buy, but *why* they buy it! CEO of Unity Marketing, Pam has appeared on NBC's *Today Show*, CBS *News Sunday Morning*, Fox News' *Neil Cavuto Show*, NPR's *Marketplace*, and CNN *In the Money* and is frequently called upon by the *Wall Street Journal*, *New York Times*, *Businessweek*, *Forbes*, and *USA Today*. Among other topics, she will discuss her firm's recently published report, "How the Affluent Luxury Consumer Uses the Internet and Social Media."



Stephen Nobel--

NOBELINKS

Stephen Nobel takes luxury marketing into the world of the super-affluent and helps you to understand how to assess their needs and desires and build a brand to match. Founder of NOBELINKS, a consultancy, Steve is also co-founder and chairman of the *Luxury Home Alliance* and a sustaining member of *The Luxury Marketing Council Worldwide*. A respected leader in the home furnishings market for over 25 years, Steve will provide never before-presented insight into luxury buying in the post-recession era.



Tobi Fairley--

Fast Rising Celebrity with Blogging Roots

Learn how you can leapfrog to the top of the social media crowd and create your own “celebrity brand” from one who has done just that.

Tobi Fairley is founder and president of Tobi Fairley Interior Design and Tobi Fairley Gallery. (Both can be found in her recently expanded 6,000 square foot space in Little Rock, AR.) Her red-hot, industry-leading blog (and Tweets) have propelled Tobi to the cover of major magazines (most recently House Beautiful) and into the coverage of media outlets as diverse as Better Homes & Garden and MSNBC. Gaining global recognition for her signature work, Tobi was recently named one of the Top 20 Young Designers in America by Traditional Home Magazine and was the 2009 winner of the prestigious Outstanding Member Award for the design industry’s Best Practices Network (BPN). A dynamic business woman and much sought after speaker, you will be informed--and inspired--by Tobi’s presence throughout this conference.

You can check out Tobi’s blog at www.tobifairley.com, or follow her on Twitter at <http://twitter.com/tobifairley>. She also writes a regular column for AY Magazine and is slated to introduce a line of product designs later this year.



And More Presentations And Panelists!

Getting Published in the Digital Age

Getting your projects published is still a vital element of many marketing strategies (and nice for the ego too!) but the entire process of how to accomplish this is changing at the speed of bits. That’s because many of today’s “publications,” are digital, and many only accept digitally submitted projects.

That’s why innovative firms like *The Editor at Large* (which can submit a single digital project to dozens of print and online publications) and *Design Sherpa* (which can set up and manage your entire social media presence) are resources you need to discover. They’ll have panelists on site to help you understand the ins and outs of digital project submission, social media, and how to give yourself the best possible chance for success!



Online Revolution

The introduction of Studio Webware will one day be seen as a watershed moment in the interior design industry. When you watch Studio I.T. CEO Lance Haeberle demonstrate this revolutionary product, you will not just be learning

about the product, but about how the future of online sourcing will work and how that “last mile” (true integration between online sourcing and management and accounting systems) will work. You’ll see how software should integrate directly with manufacturer’s online sites. No matter what stage of the life cycle you are in, you will leave with a leading edge understanding of what’s possible that few designers have.

And Many More...

While our core topics are set, the nature of our conference is to bring you the most timely expertise available. Thus, we continue to add speakers and panelists right up to event time. Check online at www.designingprofits.com for the latest list of experts committed to helping you succeed. Speakers may be substituted without notice.



Availability

After seven years, we understand that our conferences are most valuable when attendees do not feel lost in the crowd. Rather, we want them to meet each other, meet our speakers, and have a chance to voice their issues and concerns. Accordingly, we determine the number of seats available well in advance, and typically sell out months in advance. Many attendees have told us that they registered early because they had been unable to get into the previous event. We encourage you to register early as well.



Compare to Other Executive Education Programs

When deciding how much to invest in your future, we thought you might like to compare the value of a Designing Profits conference to more generic offerings on strategy and growth. Keep in mind that our MBA-level events are the only ones tailored specifically for the interior design industry.

- Building and Sustaining Competitive Advantage (Harvard) \$12,000
- Building and Implementing Growth Strategies (Chicago) \$7,650
- The Business of Design (Designing Profits, Inc.) **\$2,495***



Don't miss our traditional champagne toast to your success!

***Save \$1000
by registering
before
June 1, 2010!**

“We always come away with something we never would have taken the time to think about and challenge ourselves to be more profitable.”

--Kristi Ziegler, The Woodlands, TX

**“I can't tell you how valuable this information is to me.
It's really been career changing.”**

--Connie McCreight, Los Angeles

“It just blew us away how awesome it was. I could see the whole room being motivated!”

--Kelly Schellert, St. Louis, MO

“These conferences are leading edge...just what we need right now.”

--Diane Gote, Summit, NJ

“I want to know how. I want a step-by-step roadmap. That's what David Shepherd provides.”

--Corinne Brown, Mammoth Lakes, CA

“It's helped me achieve things I never thought possible.”

--Tom Williams, Carmel



The Setting



Grand Ballroom The Roosevelt Hotel

45 East 45th Street
New York, NY 10017
(866) 530-9379



Program Dates

September 2-3, 2010*

(*BPN Members--Your event starts Wednesday evening, September 1 with the Reception and Awards Ceremony. Details will be sent via email.)

Program Fees*

Prior to June 1, 2010 **ONLY \$1,495**

June 1 - July 31, 2010 **\$1,995**

After July 31, 2010 **\$2,495**

Bring your team and save! (Discounts for same firm add-ons shown on Fax page and in online registration module.) *3 **payment plan available with fax registration only.** Fees include tuition, course materials, "The Book," Continental breakfasts and breaks. Accommodations are not included but we have secured favorable rates at the Roosevelt Hotel for those who register early.



Accommodations

To secure our favorable rate on rooms you must first register for the event. Upon registration, you will receive an e-mail giving you details to claim your low rate at the Roosevelt Hotel.

Once our room block has been exhausted (often months in advance) we cannot guarantee accommodations. Attendees will then be advised to secure their own reservations at nearby hotels at their own negotiated rate.

Shopping

We encourage you to plan other events around your trip to New York including shopping at some of the world's finest design centers. We have notified them of this event and they will offer you a warm welcome. Our Preferred Partner, the *New York Design Center* is only blocks from the Roosevelt Hotel and invites you to a tour at 1:00 p.m. on Wednesday, September 1. Details upon registering.



3 Ways to Register

Register Online at www.designingprofits.com

Call 877-365-3836

Fax this form to 512-314-5033

**CLICK TO
REGISTER
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Prior to June 1, 2010	\$1,495
June 1 - July 31, 2010	\$1,995
After July 31, 2010	\$2,495

Fax Registration

1 General Admission for the primary member of my firm.

Name _____

Firm Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Promotional Code
(If Applicable)

* Print neatly as even for those registering by fax, e-mail is our primary means of communication about this event.

I would like to add the following individuals that are directly affiliated with my firm:

1 _____

Email _____

2 _____

Email _____

3 _____

Email _____

Prior to June 1, 2010	\$995
June 1 - July 31, 2010	\$1,195
After July 31, 2010	\$1,395

Card Number _____

Name on Card _____

Expiration date _____ Security Code _____

Signature _____

Optional 3 Payment Plan

Check here if you'd like to be billed in 3 equal installments one month apart, the first being due upon receipt of this registration. We will add a 7.5% service fee for each payment with this option. Only available with fax registration.

Refund Policy

Our events typically sell out meaning cancellations leave us with empty seats. Cancellations more than 90 days prior to the event will be granted less a \$300 processing fee. Cancellations 60-90 days prior will receive a 50% refund. Less than 60 days prior to the event, registrations are nonrefundable. However, you may transfer your registration to another attendee, or apply the balance to a future Designing Profits event. Request refunds at support@designingprofits.com



Questions?

support@designingprofits.com

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DesigningProfits

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Austin, TX 78756



Interior Designers... It's Time To Decide!

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Thanks to our Partners



SILESTONE
by COSENTINO

STUDIO WEBWARE

DESIGN
Sherpa

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