



# HOT TOPICS

High Point Market will take place October 19 – 24, 2013. IDS will host seminars in High Point, NC in conjunction with October 2013 Furniture Market.

The following presentations are confirmed:

**1. Colormix 2014**

Drawing influences from fashion, science, nature, pop culture and global traditions, Sherwin-Williams introduces Colormix 2014, which captures colors that inspire creativity and design in today's world. The four-palette collection provides design professionals with a guide to help them define the moods they want to create and select colors for projects. (0.1 CEU credit)

Speaker: Carolyn Noble

Building: Showplace

Location: Surya Rugs Showroom – 4100

Date: October 22, 2013

Time: 2:00 pm – 3:00 pm

**2. The Five Money Secrets of Successful Designers**

**Presentation Sponsored by IDS and The Robert Allen Group**

[Click here for more information.](#)

Terri Taylor, Business industry expert and CEO of Design Biz Blueprint, will help interior designers identify the personal behaviors that prevent them from attracting upscale clients and the jobs that they desire. She will provide important insights which will help reveal how to prevent consistent undercharging and over-delivering of products and services. She will also explore how personal family money history affects the way that professionals value the services and the products that they specify and sell. (0.1 CEU credit)

Speaker: Terri Taylor

Building: Market Square

Location: #300

Date: October 21, 2013

Time: 2:30 pm – 4:00 pm

**3. Marketing with Little Money to Capture Today's Clients**

Today's clients are totally different than they were 10 years ago; therefore, our marketing techniques have to be updated and far more creative than ever before. Technology has not gone away and as Designers we must know more than our clients and respond to them within 3 hours of working with them. No more hand-drawn

renderings that take hours. Take a look at “Hue You Are,” and how you tackle marketing your business. When was the last time you updated your Branding, Mission Statement, Business Forms and Marketing Promotions? Margi Kyle will look at what other Designers have done and the latest way to “WOW” your clients that will market your business with very little money! (0.1 CEU credit)

Speaker: Margi Kyle  
Building: Lazy Boy Building  
Date: October 21, 2013  
Time: 1:00 pm – 2:00 pm

[Lexington Home Brands](#) will host Destination Design, a premier event exclusively for design professionals at the upcoming October High Point Market. The event will be held on Sunday, October 20th from 10:00 until 11:30 a.m. at the Lexington Home Brands Design Studio located at 116 East Commerce Street, at the corner of Commerce and Wrenn, directly across from the IHFC building and the main transportation terminal.

Tomlinson will host an event with three of the top designers in the home furnishings industry at this Fall’s High Point Market, giving insight into what is inspiring designers and how that is being translated into tomorrow’s trends. The Tomlinson event, “Inspire Tomorrow” will feature top designers Barry Dixon, Bea Pila, and Michael Wolk, and will be moderated by industry thought leader and trend forecaster, Ellen Gefen.

The “Inspire Tomorrow” event will be held Monday, October 21, 2013 at 2 pm in the Tomlinson showroom at 525 N. Wrenn Street. The panel of distinguished designers will discuss their unique design view points, what inspires them today and how they see that translating into tomorrow’s trends. In addition to the discussion moderated, attendees will have the opportunity to ask questions of the panel.

The event is free and open to all buyers. [For more information click here.](#)