

Better By Design

Canada makes strong showing at the annual design center forum

DESIGN CENTER PROFESSIONALS from across the US and Canada converged on the OMNI hotel in San Diego on August 21st and 22nd for the sixth annual design center forum 2008. In record attendance, despite market conditions, participants shared best practices, consumer buying trends and design center innovations that are creating a competitive advantage during our challenged market. A large group of designers were present from the Greater Toronto Area in Canada – all part of the area's BILD group Decor Centre Committee – and gave the event high marks for exceeding their expectations!

“The forum keeps you informed on our very specific, “niche” business of design centers. The individual speakers were very impressive and resulted in an incredible amount of information being shared from motivational topics on excellence to a full color trends analysis. Being a part of this event allows you to interact with people across North American and have the ability to share information in our specialized field,” observes Corey Libfeld, Director of the New Home Décor Centre for The Conservatory Group in Toronto.

Opening up the show with a keynote on “Excellence in Action” from author, trainer and speaker John Jenson, seminars split into three separate tracks. For managers, Navigating Green Products-Earth Friendly Options, Managing Up—Win-Win Solutions and Team Building & Morale in Times of Change were topics worth exploring. The round table track offered attendees the ability to learn about After COE Opportunities—Adding Revenue, Exceeding Customer Expectations and Technology Progress. Designers were also given the opportunity to explore Customer-Centric Sales, Winning Objections & Creating Opportunities and Dollars & Sense—Upgrades & Return on Investment. There was also general sessions on innovation and 2008 design, showroom & options trends by Sherman D. Harmer & Jaimi Julian Thompson, and “The Sales Center Connection” for real estate & design center professionals.

The design center forum, held annually in San Diego, is the premiere conference for the new home design center industry executives, managers, and consultants. Begun by Artisan Design Group in 2003,

the conference offers the unique format of limited attendance and numerous breakout groups so that, in addition to industry experts, the attendees can share “best practices” in a professional and non-competitive environment. Beginning in 2008, the forum will also serve as the host for the annual DECA Awards honoring design excellence in centers and ambassadors. Artisan Design Group also manages the design center network (DCN), a professional membership association for design center colleagues and affiliates across the nation. 

For more information visit www.ArtisanDesignGroup.net or www.DesignCenterForum.com, or email Info@ArtisanDesignGroup.net.

