

SEMINARS & SPECIAL EVENTS

FRIDAY, MARCH 8

Show Floor Hours 6:00pm-8:30pm

8:00am-4:00pm	WFCP Certification-Design	Jill Scully
8:00am-4:00pm	WFCP Certification-Motorization	OD McKewan
8:00am-4:00pm	WFCP Certification-Workroom	Cathy Tucker
9:00am-12:00pm	SUPER SESSION – Mastering Window Fashion	Cheryl Meiklejohn
9:00am-10:15am	Five Online Basics You Need to Know	Welton Hong
9:00am-10:15am	Influencer Marketing	LuAnn Nigara & Claire Jefford
9:00am-10:15am	10 Most Common Decorating Mistakes	JoAnne Lenart-Weary
10:30am-11:45am	Proven Tips & Techniques for the Workroom	Ann Johnson
10:30am-11:45am	Increase Profitability-Knowing Your Numbers	Vince Nigara
10:30am-11:45am	Translating Fashion into Design	Jana Phipps
12:00pm-1:00pm	Lunch & Learn–Mastering Social Media & Growing Your Design Business	Lori Paranjape
1:30pm-2:45pm	A Website is Not Enough	Welton Hong
1:30pm-2:45pm	Immediate Gratification Decorating	JoAnne Lenart-Weary
1:30pm-2:45pm	Enhance Your Design & Profits, Decorative Cording & Banding	Ann Johnson
1:30am-4:00pm	SUPER SESSION – Art of High-end Ticket Sale	LuAnn Nigara
3:00pm-4:15pm	Details Behind the Design, Fabric Selection	Cheryl Meiklejohn
3:00pm-4:15pm	Making More Money with Existing Leads	Madeleine MacRae
3:00pm-4:15pm	The A-Team: Why Paying a Professional Installer Makes You Money	Roger Magalhaes
5:00pm-6:00pm	Nashville Designer Panel	Jana Phipps
6:00pm-8:30pm	Welcome Reception at IWCE Exhibit Hall	

SATURDAY, MARCH 9

Show Floor Hours 9:00am-5:00pm

9:00am-12:00pm	SUPER SESSION – Define, Design & Grow Your Business	Jill Scully & Anne Johnson
9:00am-10:15am	Details Behind the Design, Hardware Selection	Cheryl Meiklejohn
9:00am-10:15am	Introduction to Motorization	OD McKewan
9:00am-10:15am	Hiring Simplified	Madeleine MacRae
9:00am-10:15am	Trending Embellishments	Jana Phipps
10:30am-11:45am	What Do You Do When They Say No-Closing the Sale	LuAnn Nigara
10:30am-11:45am	Make Money by Managing Client Expectations	Claire Jefford
10:30am-11:45am	10 Things you Need to Know about Home Staging	JoAnne Lenart-Weary
10:30am-11:45am	Installation-Tricks of the Trade	Roger Magalhaes
4:15pm-5:00pm	KEYNOTE SPEAKER Genevieve Gorder	
5:30pm-6:00pm	RECEPTION	
6:00pm-7:30pm	Vision Design & Workroom Awards	

SUNDAY, MARCH 10

Show Floor Hours 8:00am-1:00pm

9:00am-10:15am	75 Workroom Secrets in 75 minutes	Jill Scully & Ann Johnson
9:00am-10:15am	Take Your Home Based Business to Over \$250,000	Susan Day and Karen Essary
9:00am-12:00pm	SUPER SESSION – Mastering Motorization	OD McKewan
9:00am-10:15am	It's a Mobile World	Welton Hong
10:00am-1:00pm	Bringing It All Together on the Expo Stage	LuAnn Nigara & Madeleine MacRae