

# DESIGNER EDUCATION EVENTS

October 26-27, 2024 | Vanguard Furniture Showroom, High Point

DesignDash co-founders Laura Umansky and Melissa Grove will host panels, workshops, and live podcasts at the Vanguard showroom. Featuring top industry designers, business minds, and tastemakers, the can't-miss events are perfect for interior designers at every stage of their careers and industry professionals seeking expert advice on sustainable growth. All events will be held on the fourth floor of Vanguard's showroom at 301 North Hamilton St. and include two workshops offering CEU credits.

Events are open to all market attendees and RSVPs are encouraged by email to [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com).

DESIGN DASH



**Saturday, October 26, 2024 | 10 am - 11 am**

## THE PSYCHOLOGY OF CONFLICT MANAGEMENT

BY TRACEE MURPHY / WORKSHOP .01 CEU (IDCEC)

Conflict is unavoidable in life, and in interior design and construction, it's not a matter of "if" a problem will arise but "when" it will arise. Join Tracee Murphy, CEO and Principal Designer of Trade Mark Interiors and Founder of The Designer Launch, for her IDCEC approved CEU course to learn tricks of the trade to have in your business arsenal. With degrees in both psychology and interior design, Tracee will cover the value of conflict in successful relationships, the five styles of conflict management, and strategies for success in your business. Measurable outcomes include identifying early warning signs, incorporating the best psychology tricks of the trade to lead your team/projects, learning the positive value of conflict, and identifying your 'style' of conflict management. *RSVP appreciated:* [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com).

**Saturday, October 26, 2024 | 3 pm - 4 pm**

## "GROW YOUR FIRM WITH INTENT: Pathways to Scale Your Design Firm"

PANEL DISCUSSION MODERATED BY MELISSA GROVE OF DESIGN DASH

This must-attend event features esteemed panelists Laura Umansky, Tina Ramchandani, and Kate O'Hara, all leaders with substantial experience in growing successful teams within the design industry. The panel will delve into the essential strategies and insights for expanding your design business effectively and sustainably. Our experts will explore practical topics such as identifying when to scale, navigating common pitfalls during expansion, and implementing robust systems and organizational structures to support healthy growth. Whether you're looking to expand your team or refine your business strategies, this discussion will provide valuable perspectives from those who've successfully navigated the journey of scaling a design firm. Don't miss this opportunity to gain actionable advice and network with industry peers! *RSVP appreciated:* [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com).

**Sunday, October 27, 2024 | 10 am - 11 am**

**"YOUR NEXT HIRE: When & How to Grow your Team"**

*LED BY LAURA UMANSKY AND MELISSA GROVE OF DESIGNDASH / WORKSHOP .01 CEU (IDCEC)*

This interactive session is designed for design firm leaders who find themselves constantly addressing urgent day-to-day issues, offering a strategic pause to refocus on the foundational elements of team building and business growth. In this workshop, you will gain practical insights into:

- **Evaluating Your Business:** Learn to assess areas of excellence within your firm to focus your efforts where they count most.
  - **Identifying Talent Gaps:** Discover how to pinpoint critical hiring needs within the next 90 days to strengthen your team's capabilities.
  - **Creating a Hiring Roadmap:** Develop a structured approach to recruitment that prepares your firm for a successful addition to your staff.
  - **Effective Delegation:** Understand how better delegation can facilitate business growth and enhance operational efficiency.
- Whether you're ready to make your next hire or planning for future expansion, this session will equip you with the tools to make informed decisions, craft precise job descriptions, and implement strategies for thoughtful scaling.

Don't miss this opportunity to transform your approach to hiring and team development at High Point Market!

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**Sunday, October 27, 2024 | 3 pm - 4 pm**

**"FROM BUSINESS TO BRAND: Find Staying Power and Success through Storytelling"**

*PANEL DISCUSSION*

Discover the transformative power of storytelling in branding at High Point Market, presented by DesignDash and Vanguard Furniture. Join us for a compelling conversation featuring industry leaders Melissa Grove, Laura Umansky, Ericka Saurit, and Jillian O'Neill in a conversation all about branding. This discussion will delve into how effective storytelling can elevate a business into a memorable brand, highlighting the importance of crafting consistent narratives that resonate deeply with audiences. Learn from Ericka Saurit's expert insights on brand development, and hear accounts from Jillian O'Neill, who has successfully transitioned from a design firm to a prominent brand name, illustrating the practical impacts of strategic storytelling in business growth and brand sustainability. Whether you're aiming to refine your brand's story or seeking inspiration for new marketing strategies, this panel will provide valuable perspectives and proven tactics to help you achieve lasting success and recognition in the marketplace. Join us for this not-to-be-missed session and transform your business narrative into a compelling brand story that captivates and endures. *RSVP appreciated: [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com).*

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## DESIGN DASH

**ABOUT DESIGNDASH.** DesignDash is a platform built to support the creative entrepreneur in her pursuit of real fulfillment, both personally and professionally. With insightful content, one-on-one coaching, and engaging mastermind groups, co-founders Laura Umansky and Melissa Grove challenge women in creative fields to design lives they love, without compromise.