



Virtual Event Guide: Agenda and Tips for Attendees

(Updated 03/31/21)

DIGITAL EVENT ONE: APRIL 5-6, 2021

While featured events are scheduled for just a few hours Monday afternoon and again on Tuesday, DIConnect is "live" for 3 days (approx. 72 hours continuous) starting on Monday, April 5 at 1:00PM ET through Wednesday, April 7, 5:00PMET

Note: On Wednesday, April 7- Day Three, there is no official agenda or program but the DIC online platform will be open for speed networking and meetings which you (and other attendees) may have pre-scheduled during the first two days of the event. At 5:00 PM ET on Wednesday, the platform and all functions will close and no longer be available.

MANY THANKS TO OUR SPONSORS AND PRESENTERS



MONOGRAM™



MONDAY, APRIL 5 - DAY ONE

All times are Eastern Time

Content Theme: Your and Your Brand

1:00PM ET- 1:45PM ET

Getting Ready for the Event (1-hour before the official start)

Log into Our Virtual Platform and Get Ready for the Event

Access is available to all pre-registered attendees, speakers, sponsors and booth staff who have received a free ticket link to enter the Hopin platform and DIConnect.

******This event is not public on the Hopin platform – you must have a new ticket link to enter the DIConnect April Event which was provided in our email from Design Influencers Conference***

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******Please note that previous ticket links provided for March event will not allow you access for April Event. If you did not receive a ticket link, please email info@design-bloggers-conference.com.***

During this “getting ready” time before the Stage presentations begin, here are a few tips:

- Use GOOGLE CHROME or FIREFOX as your internet browser
- For the best results during networking, use a hardwired connection or GOOD WIFI.
- If you plan to use your webcam and join on-screen with a camera and microphone, make sure you've given browser permissions for Hopin to use your camera and mic.
- If your screen freezes up at any time, refresh your page.

If you have questions in advance of the event, please email questions to info@design-bloggers-conference.com. We'll try to answer your questions in a timely manner.

During the event while you are in the Hopin platform, please check the **Chat** section for event updates, guidance, or answers to your questions that may arise there. We also may ask that you email any questions in the chat to info@design-bloggers-conference.com as an option based on your question or issue.

Also, we've created a **Virtual Help Desk booth** in the Expo area in which we have provided answers to FAQs and other materials to help you navigate the event platform. It is the last booth in the Expo.

Please be respectful in the Chat – inappropriate references or language will not be tolerated.

Monday, April 5

1:45PM-2:00PM ET

Event Officially Opens with Welcome from Adam Japko

Main Stage

Speaker: Adam Japko, Chief Executive Officer of Esteem Media, Inc.

Adam will provide a quick overview of the format, features, and activities for the event over the 3 days:

All Day One Presentations will take place from the Main Stage.

All presentations on the Main Stage will be recorded and available after the event.

Brand Presentations broadcast from the Sponsor booths will not be recorded.

Most of the slide presentations will be provided after the event.



Adam Japko, Chief Executive Officer of Esteem Media, Inc, keeps busy with magazines like *Atlanta Homes & Lifestyles* and *New England Home*, design industry events that include Design Influencers Conference and Luxury Home Design Summit, along with myriad other projects from designer showhouses to design influencer and luxury design & wine travel tours.

Monday, April 5

2:00PM-2:45PM ET

Interior Design in the Pandemic Dancing with Uncertainty, Doubt, and Possibility

Main Stage

Speaker: Larry Peltz, Psychiatrist and Author

Allow 5-10 minutes of Q&A at the end of the session.

Session Description: The COVID pandemic has created many shifts in the world and in the conditions we face in our lives and businesses. These changes have been at different times destabilizing, illuminating, freeing, and frightening. This talk will focus on how we can use the data of our own experience — in the economic climate, in our clients and in ourselves—as opportunities for learning to relate to stress and difficult emotions, tapping into our creativity and authenticity. One vehicle for this kind of inner development is mindfulness, the simple skill of living one moment at a time nonjudgmentally. We will explore a number of mindfulness practices as a means of engaging more directly with our own experience toward building relationships with clients of greater clarity, compassion and trust



Speaker: Larry Peltz is a psychiatrist in private practice in Lincoln, Massachusetts. Between 1998-2020 he was medical director of the Bournewood-Caulfield Partial Hospitalization Program in Woburn. He has been on the clinical faculty of Harvard Medical School and Boston University School of Medicine. Dr. Peltz trained as a mindfulness teacher at University of Massachusetts Medical Center and worked for two years in the UMass Prison Project. He has taught mindfulness approaches to addiction and psychiatric patients and clinicians for the past twenty-five years and is author of the book, “The Mindful Path to Addiction Recovery: a practical guide to regaining control over your life.” (Shambhala, 2013)

Monday, April 5

2:45PM - 3:15PM ET

Brand Collaboration Overview

Main Stage

Moderator: Adam Japko

Brand Presenters:

- Rebecca Robinson, Senior Area Sales Manager, Monogram**
- Elise Gabrielson, Marketing Director, Crypton LLC**
- Neil MacKenzie, Director of Marketing, Universal Furniture**
- Sasha Wallace, Marketing Production Manager, JAIPUR LIVING**
- **Ashley Grigg, Director of Marketing & Communications, High Point Market Authority**
- **Amy Flurry, Principal and Author, Recipe for Press**

Monogram, Crypton + Universal, Jaipur Living, High Point Market, and Amy Flurry will each provide 5-minute primers of relevance to design influencers and preview the activities that will take place in their expo areas on Tuesday. Learn about what makes these companies tick and what their goals, strategies and tactics are working with influencers.

Monday, April 5

3:15PM – 4:00PM

5 Steps To Building A Money-Generating Personal Brand

Main Stage

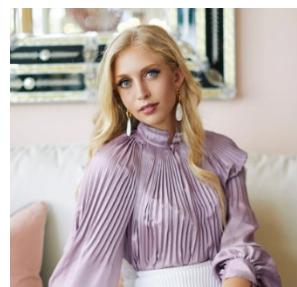
Speaker: Rachael Bozsik, International Keynote Speaker and Thought Leadership Coach

Allow 5-10 minutes of Q&A at the end of the session.

Session description: Do you feel like you are your industry's & area's best-kept secret? Are you lacking the personal brand visibility, inbound leads, and high-profile clients you deserve? You understand the importance (now more than ever) to be seen as an industry thought leader. You crave to take your personal brand to new heights with a feature in Architectural Digest, being asked to speak on the virtual stage at Atlanta Market, and landing a partnership contract with Loloi.... but.... you lack the time, clarity, and know-how to make it all happen.

Key Takeaways:

- Understand how to "niche-down" your brand to grow your revenue
- Develop a two-sentence Personal Brand Niche Statement
- Get clear 3 personal branding opportunities with COVID
- Participate in a 5-minute brand audit exercise
- Learn 5 steps to turn publicity into profits



Speaker: Rachael Bozsik is an International keynote speaker and thought leadership coach who specializes in coaching interior designers to define their personal brand and land prestigious press, paid speaking, and partnerships. In this session, Rachael walks you through her signature 5-step system to gaining

brand clarity, visibility, and authority within your niche. She has been featured in *Forbes*, *Glamour*, *Business Insider*, *Nylon* & more.

Monday, April 5

4:00PM-4:15PM

Wrap-up of Day One and Preview for Day Two by Adam Japko

Main Stage

-Adam announces the Speed Networking feature and a preview for Day Two

-Brand Sponsors will present from their booths on Tuesday.

***** Don't miss visiting Monogram, Crypton, Universal, JAIPUR LIVING, Norwalk, High Point Market, Amy Flurry, Atlanta Homes & Lifestyles, and New England Home booths in the Expo – click the red button for the special offer in each of 9 Sponsor booths for a chance to win \$250 gift cards - we'll be announcing two winners the week of April 12th. *****

Monday, April 5

4:15PM-5:00PM

Speed Networking

Grab a glass of your favorite beverage for DIC's networking feature that will randomly match attendees to meet and connect face-to-face. Be prepared to use your camera and microphone. You'll have 5 minutes to chat and then the program will automatically pair you with another attendee!

The Networking area on the left of the screen is the place for automated one-on-one meetings and is our way of facilitating connection discovery at this event. Similar to an experience that feels like FaceTime or Hangouts, the platform pairs two people over a direct video call.

In Networking, when someone clicks the Ready button, the system searches for someone else who has also clicked the Ready button. If someone else is available, the two are matched instantly and the video chat begins and lasts for a preset amount of time. Attendees see a timer countdown on the top side of the screen. When the time expires, the meeting ends.

Day One official agenda adjourns at 5:00PM

Tip: All participants can schedule meetings during the event - learn more about scheduling meetings in our **Virtual Help Desk booth** in the Expo.

Tip: The best time to "see" the greatest number of attendees is on Day One so search the "People" tab and if their profile has a *green dot* then they are currently in the event platform. Meetings can be pre-scheduled with attendees in the "People" tab and held *before* the platform closes on Wednesday, April 7, 5PM ET.

TUESDAY, APRIL 6 - DAY TWO

All presentations will be conducted from the Booths in the Expo on Day Two.

Brand presentations conducted in the Booths will not be recorded.

12:00PM – 6:00PM ET

Expo is open

Attendees can visit booths in the Expo – Monogram, Crypton, Universal Furniture, JAIPUR LIVING, Norwalk, High Point Market, Amy Flurry, *Atlanta Homes & Lifestyles* and *New England Home* booths.

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Chat with Sponsors, schedule meetings with Sponsors in their booth, schedule meetings with other attendees who appear in the “People” tab on the right of the booth or screen.

Tip: All participants can schedule meetings during the event - learn more about scheduling meetings here. We have more information in our **Virtual Help Desk** booth – the last booth in the Expo.

Tuesday, April 6

1:15PM-1:30PM

Welcome and Introductions by Adam Japko

Main Stage

Adam Japko will provide a brief overview and introduce our four Brand Sponsors who will be talking about influencer marketing (from company philosophy to programs and recruitment and other tips and strategies) in the Expo later on Tuesday.

Brand Presenters who will be presenting in their respective Booths:

-Rebecca Robinson, Senior Area Sales Manager-Monogram

-Elise Gabrielson, Marketing Director, Crypton LLC

-Neil MacKenzie, Director of Marketing, Universal Furniture

-Sasha Wallace, Marketing Production Manager, JAIPUR LIVING

- Ashley Grigg, Director of Marketing & Communications, High Point Market Authority

Also, Jeanne K. Chung and Jana Platina Phipps will be joining Ashley in her booth presentation.

- Amy Flurry, Principal and Author, Recipe for Press

Brand Collaboration Presentation Overview

The Brands will discuss opportunities within their companies and introduce influencer programs and brand styles to design influencers. Determining the right "fit" for influencer/brand collaborations may be the single most important foundational factor for influencer marketing success. Participating in these sessions allows influencers to determine if a particular brand relationship feels "on brand" with influencers' style and content, permits authenticity that aligns with influencers' audiences, permits

suitable creative freedom, offers brand affinity (already believe in the product), and can be built on trust/professionalism.

Tuesday, April 6

1:30PM-2:00PM

Brand Collaboration Presentation #1 by JAIPUR LIVING

Jaipur Living Booth in Expo

Speaker: Sasha Wallace, Marketing Production Manager, Jaipur Living

30-minute presentation (includes 5-minute Q&A at the end)

Tuesday, April 6

2:00PM-2:30PM

Brand Collaboration Presentation #2 by Monogram

Monogram Booth in Expo

Presenters:

Rebecca Robinson, Senior Area Sales Manager, Monogram

Alexandra Skobel, Senior Manager, Monogram Design Center

Chef Brian Logsdon

Courtney Burge, Lead Marketing Specialist, Monogram Design Center

30-minute presentation (includes 5-minute Q&A at the end)

Join the Monogram team as we talk about designer programs, ways to engage with our products and have fun LIVE from Louisville with Chef Brian. He will be making a tasty appetizer in our amazing 5:1 Advantium Wall Oven and pairing it with wine stored in our Sommelier Wine Refrigerator. Not only will be talking about what food pairs well with a specific wine, but we'll also explore how our products pair well with today's kitchen designs.

Tuesday, April 6

2:30PM-3:00PM

Brand Collaboration Presentation #3 - High Point Market Authority

High Point Market Booth in Expo

Presenters:

Ashley Grigg, Director of Marketing & Communications, High Point Market Authority

Jeanne K. Chung, Influencer, Designer, and Principal of Cozy Stylish Chic

Jana Platina Phipps, Influencer, Designer, and Founder of Trim Queen

30-minute presentation (includes 5-minute Q&A at the end)

Making the Most of Market: The epicenter of the home furnishings industry every April and October, High Point Market is ripe with opportunity for influencers and designers looking to become further connected within the industry. Jeanne Chung and Jana Platina Phipps have spent years coming to High Point biannually to cultivate the relationships that have helped move their businesses to the next level. Join them in the HPMKT booth on April 6 at 2:30pm ET as they share tips and insights into how they've made Market work for them - and how you can too!

Tuesday, April 6

3:00PM-3:30PM

Brand Collaboration Presentation #4 - Crypton and Universal

Crypton Booth in Expo

Presenters:

Elise Gabrielson, Marketing Director, Crypton LLC

Neil MacKenzie, Director of Marketing, Universal Furniture

30-minute presentation (includes 5-minute Q&A at the end)

A conversation with Elise and Neil on storytelling with brands and influencers - how to get the attention of brands on social media.

Tuesday, April 6

3:30PM-4:00PM

Brand Collaboration Presentation #5 with Amy Flurry

THE NEW PRESS FRONTIER: getting published in 2021

Amy Flurry Booth in Expo

Presenter: Amy Flurry, Principal and Author, Recipe for Press

30-minute presentation (includes 5-minute Q&A at the end)

Getting published today looks much different than years past. Brand advisor and author (*Recipe for Press: Designer Edition*), Amy Flurry, shares where the unexpected and exciting new opportunities for press coverage are hiding and what these editors need now.

- Ten little-known places to pitch that product big impact results
- The one new element that belongs in most every pitch
- The one question you need to know the answer to before sending your first pitch.



Amy Flurry operates a communications studio in Athens, Georgia that partners with companies in the home furnishings industry to develop focused communication plans, expand marketing strategies to connect to the interior design trade, and apply trend direction to product development.

She has two decades of editorial experience, producing features and writing for top print and online publications. In 2011 Amy authored *Recipe for Press*

(*Pitch Your Story and Create a Buzz*,) then took to the road, sharing her editorial insights with entrepreneurs. *Recipe for Press (Designer Edition)* is her newest book with the tools interior designers need to take advantage of the press opportunities available to creative professionals. The book took shape after two years as creative director of the first-of-its-kind project management app for interior design professionals.

Amy is also co-founder of Paper-Cut-Project, a company that conceives highly crafted installations for fashion houses including Hermes, Kate Spade, Valentino, Christies and the Victoria & Albert Museum.

Tuesday, April 6

4:15PM - 6:00PM

Expo Networking- Visit Sponsor Booths

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Day Two and Event One adjourns at 6:00PM

WEDNESDAY, APRIL 7 - DAY THREE

10:00AM ET - 5:00PM ET

Our Virtual Event Platform is open and available if you would like to conduct more speed networking or host one-to-one meetings that have been pre-scheduled at the event during Monday or Tuesday while attendees were in the event.

Please note that Speed Networking will only function if there are other attendees on the site (and who want to chat or network) you can check the "People" tab and those showing with a green button are on the platform.

There is no formal agenda or conference sessions for Wednesday.

If you have scheduled any meetings on Wednesday, you have to log into Hopin and DIC Connect to access your meeting schedules and participate. If you need assistance in reaching the attendee or have forgotten your time, please email info@design-bloggers-conference.com.

Thanks so much for participating and hope you have a fun and productive experience!
Design Influencers CONNECT Team