



Virtual Event Guide: Agenda and Tips for Attendees

(Updated 05/03/21)

DIGITAL EVENT THREE: MAY 3-4, 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, May 3 at 1:00PM ET through Wednesday, May 5, 5:00PM ET

Note: On Wednesday, May 5- 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



MONDAY, MAY 3 - DAY ONE

All times are Eastern Time

Content Theme: Skills and Platforms

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*

****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, May 3

1:45PM-2:00PM ET

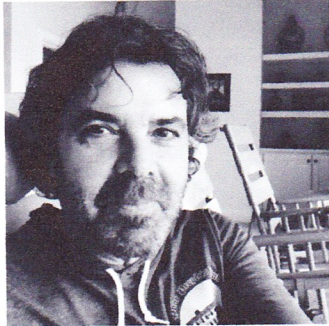
Event Officially Opens with Welcome from Adam Japko

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, May 3

2:00PM-2:45PM ET

Create Impact with Social Media in 2021 (and Beyond)

Main Stage

Speaker: Whitney Lauritsen, podcast host, social media advisor, and well-being coach and creator
Allow 5-10 minutes of Q&A at the end of the session.

Session Description: Discover strategies to level-up your social media to further spread your message to the ideal audience.

- Get insight into what's working in 2021. Find out what platforms are most relevant and which are losing influence this year.
- Figure out what platforms will give you the greatest return. Determine whether to add TikTok, Clubhouse, and/or podcasting to your strategy and whether it's time to reduce your time on Instagram, LinkedIn, Pinterest, Facebook, or Twitter.
- Discover how to make maximum impact with minimum time so you don't spend all day on social media.



Whitney Lauritsen is a podcast host, social media advisor, and well-being coach and creator who shares lifestyle practices and product recommendations that improve the quality of body, mind, and planet. She explores mental health, mindful living, and sustainability on *This Might Get Uncomfortable* and WhitneyLauritsen.com, and advises creative entrepreneurs with digital marketing that amplifies their passions.

Passionate about business, Whitney advises creative entrepreneurs with digital marketing strategies that amplify their passions. She regularly coaches, consults, and presents on social media trends, influencer partnerships, and content

monetization. A six-year stint teaching workshops at the Apple Store advanced her tech knowledge and experience. She has participated in business programs led by Google, Facebook, and Scripps Network. Recognized by her colleagues as a connector, Whitney has run numerous wellness industry events at YouTube Space, during the Natural Products Expo, and on Clubhouse app.

Monday, May 3

2:45PM - 3:15PM ET

Brand Collaboration Overview

Main Stage

Moderator: Adam Japko

Brand and Mentor 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

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

-Jana Platina Phipps, Entrepreneur, Influencer, Educator and Mentor, Trim Queen

-Leslie Carothers, Founder, Savour Partnership

Monogram, Crypton + Universal, and Jaipur Living will share their goals, strategies, and tactics when working with influencers.

New! Influencer Mentor Session presented by Jana Platina Phipps of Trim Queen; Jeanne K. Chung of Cozy Stylish Chic; Leslie Carothers of Savour Partnership will preview their session and will be poised to answer your most pressing influencer marketing questions on Day Two!

Monday, May 3

3:15PM – 4:00PM

Instagram Tips and Strategies for 2021

Main Stage

Speaker: Kyla Herbes, Owner and Creator, House Of Hipsters

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

Instagram remains the preferred platform for design influencers and designers. Over the last year the platform has exploded with new features and tools that enhance discoverability, rich content, engagement, and ROI for marketers. SEO, reels, messaging, chat, IGTV and more have enhanced the platform but demand more focus and management by the content creator. Kyla Herbes will walk you through much of this functionality and their specific values.



Kyla Herbes is the founder and creator behind the interior design blog House Of Hipsters where she shares corners of her home, daily doses of interior inspiration, style tips, and inspires her 700k+ followers to do it themselves. Most recently, Kyla was a One Room Challenge Featured Designer, named a Better Homes & Garden Style Maker for the 3 year in a row, and was featured on House Beautiful for her kitchen renovation with Cambria.

When TikTok exploded during the 2020 pandemic, and Kyla went all in on the platform. As a result, she was hired by TikTok to become a Creative Learning Partner, and her account was featured in Furniture, Lighting & Decor Magazine, Yahoo News, Southern Living, and Exhibit A as one to watch in the home decor niche.

Prior to starting her blog, she worked as the Creative Director at a boutique ad agency in downtown Chicago. Kyla lives in the the suburbs of Chicago with her husband Thorsten and 2 children.

Monday, May 3

4:00PM- 4:45PM

Email Jump Start!

Main Stage

Speaker: Matt Molen, CEO of Email Crush

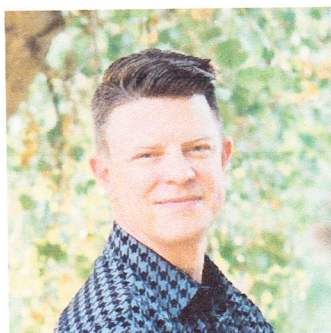
Allow 5-10 minutes of Q&A at the end of the session.

Forget all the complicated things you've heard about email marketing! In this engaging presentation, you'll learn:

- 1) How to get more email subscribers FAST
- 2) What to send to your email list that will get opened and clicked
- 3) How to automatically deliver the right content to your readers at the right time

Discover actionable techniques that get results, see examples of real campaigns to inspire your creativity, and discover the tools that you need to help you "jump start" your email marketing efforts. These revolutionary tactics take advantage of content you've already created, slash the amount of time you spend managing your subscribers, and provide more value to your readers than you ever thought possible.

These are tried and true techniques that have helped many successful creators to grow a list, increase their traffic, and ultimately make more money with their engaged email subscribers.



Email Jump Start! is taught by **Matt Molen**, CEO of Email Crush. He is the creator of Email on Autopilot (www.emailonautopilot.com), the premiere course for content creators that want to transform their email list into their most powerful marketing tools.

In addition to the course, Matt provides one-on-one consulting & personal coaching to some of the world's top influencers, bloggers and creators.

On a personal note, he enjoys quiet walks on the beach, has a deep rooted fear of frogs, and secretly dreams of becoming a backup dancer for Taylor Swift.

4:45PM

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, ultraviolet agency, Atlanta Homes & Lifestyles, and New England Home booths in the Expo – click the **red button for the special offer in each of 8 Sponsor booths** for a chance to win \$250 gift cards - we'll be announcing two winners the week of May 10th.****

Monday, May 3

4:45PM-5:30PM

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 5:30PM

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, May 5, 5PM ET.

TUESDAY, MAY 4 - 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.*

1:00PM – 6:00PM ET

Expo is open

Attendees can visit booths in the Expo – Monogram, Crypton, Universal Furniture, JAIPUR LIVING, Norwalk, ultraviolet agency, *Atlanta Homes & Lifestyles* and *New England Home* booths.

**** Don't miss visiting Monogram, Crypton, Universal, JAIPUR LIVING, Norwalk, ultraviolet agency, Atlanta Homes & Lifestyles, and New England Home booths in the Expo – **click the red button for the special offer in each of 8 Sponsor booths** for a chance to win \$250 gift cards - we'll be announcing two winners the week of May 10th.****

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, May 4

1:45PM-2:00PM

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 and Mentor Presenters who will be presenting in their respective booths:

- Rebecca Robinson, Senior Area Sales Manager, Monogram**
- Sasha Wallace, Marketing Production Manager, JAIPUR LIVING**
- Jeanne K. Chung, Designer, Influencer, and Principal, Cozy Stylish Chic**
- Jana Platina Phipps, Entrepreneur, Influencer, Educator and Mentor, Trim Queen**
- Leslie Carothers, Founder, Savour Partnership**

Monogram, Crypton + Universal, and Jaipur Living will share their goals, strategies, and tactics when working with influencers.

New! Influencer Mentor Session presented by Jana Platina Phipps of Trim Queen; Jeanne K. Chung of Cozy Stylish Chic; Leslie Carothers of Savour Partnership will preview their session and will be poised to answer your most pressing influencer marketing questions on Day

Tuesday, May 4

2:00PM-2:30PM

Brand Collaboration Presentation #1 by Monogram

Monogram Booth in Expo

Presenters:

Rebecca Robinson, Senior Area Sales Manager, Monogram

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

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

During this session, Southern California designer Jeanne K Chung will speak with Rebecca Robinson of Monogram Appliances about how the brand/design influencer relationship evolved from writing about the brand's newest introductions at market on Jeanne's blog Cozy Stylish Chic to now, where she is on the verge of opening the doors to the Monogram Experience Center, a highly customized showroom containing 21 of the latest appliances from both Monogram's Statement and Minimalist Collections. The kitchen and bar vignettes will be situated within Designer Domicile, a designer co-working space, resource library, and retail/to the trade showroom. They will discuss how Jeanne's design vision perfectly aligns with Monogram Appliances and their tagline of #elevateeverything. The details make the difference to Monogram, as they do to Jeanne when designing a kitchen. Join Jeanne and Rebecca on their journey together and catch a sneak peek of how seamless a brand and design influencer collaboration can be. .

Tuesday, May 4

2:30PM-3:15PM

Influencer Mentor Session

Influencer Mentor Booth in Expo

Presenters:

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

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

Leslie Carothers, Founder, Savour Partnership

45-minute presentation (includes 10-minute Q&A at the end)

Mentors and Presenters:



Jeanne K Chung is a Southern California-based luxury interior designer that is known for her eclectic design aesthetic that bridges classic design principles with a modern twist that is fresh and exciting, yet still warm and inviting. Since founding her design blog [Cozy Stylish Chic](#), in 2013, Jeanne has become recognized as an influencer in the industry and has worked closely with brands, oftentimes attending trade shows on their behalf, where she regularly speaks on designer panels. She has worked with the High Point Market Authority continuously since 2014 and has spearheaded and followed through with a program to bring and mentor new designers at market. Jeanne continues to write for the Cozy Stylish Chic blog to

report on her findings at the various trade shows she attends, the season's current design trends, and to provide her fresh outlook on design.



Jana Platina Phipps, the [Trim Queen](#), is a trimmings expert known for her refined vision in the use of embellishment in home decor, fashion, and DIY. She customizes textile programs for the home industry and consults for manufacturers, using her skills at connecting and collaborating to activate business growth. As the Trim Queen, she chronicles how she and the design community use trimmings as a powerful design tool on her social media channels and blog, believing "Embellishment is a creative form of self-expression."

Jana is an entrepreneur, influencer, educator and mentor. She teaches Instagram Agility to help creatives and brands leverage their social media to reach their goals through engagement. During COVID she also launched EmbellishBox kits empowering people to create luxury DIY crafts using her materials, videos and joining customized Zoom workshops.

Jana leads industry design tours during High Point Market, in NYC, and an artisan-focused tour called Maker Tourism in Venice, Italy which recently went virtual as a series called Breakfast in Venice.

Mentoring is important to the TrimQueen and she is active via SCORE, WithIt, and the Young Textile Professionals. Jana lives in an historic home in the Hudson River Valley with her husband Lang, and their two children Wilton and Giovanna.



Leslie Carothers is a 39 year veteran of the home furnishings and interior design industry. She started her business, Savour Partnership, 19 years ago and pioneered the use of social media and influencer marketing within the home furnishings and interior design industries.

She has worked on digital marketing and influencer marketing initiatives with every industry stakeholder - furniture manufacturers, furniture retailers, national shelter magazine publishers, software providers, national tradeshow, and interior designers.

She is the co-editor of the consumer facing lifestyle magazine, Seasonal Living Magazine, and also provides overall strategy, implementation and amplification services for both brands and interior designers on all aspects of their digital and influencer marketing activities and their 24/7 revenue

generating initiatives.

Some of her clients have included Meredith Corporation, Cargill's BiOH Polyols division, The New Traditionalists, Casa Marron, Be Outspoken, World Market Center Las Vegas, ICFF, Hadley Court, Rebecca Reynolds, Sharon Sherman, Mitzi Beach, John Kelsey and Sally Wilson of Wilson Kelsey Design, Laura and Cliff Muller of Four Point Design Build, Sharon Sherman and many others.

Leslie runs a vibrant Facebook Group for interior designers, Design Wealth, to help interior designers understand all aspects of passive income creation, including how to drive traffic to their websites and blogs. Issues of industry interest are also discussed at length. To Request To Join: <http://facebook.com/groups/designwealth>.

She is also the owner of the Clubhouse Club, #DesignCoffeeChat, where the furniture and interior design industry gathers informally every Saturday morning at 10 am ET to discuss what's on their minds. To join: <https://www.joinclubhouse.com/club/design-coffee-chat>

Leslie was named by Home Furnishings News Magazine as one of the Top 40 Most Inspiring Women In Home. In addition, she was voted in by her peers as one of Modenus' Top 50 Influencers In The World of Interior Design for 2020 and named as one of the Top 200 Influencers in Interior Design for 2021.

Leslie is a well-known speaker, having keynoted Lightovation at Dallas Market twice, as well as the Interior Design Society's national conference. She has spoken at the prestigious Design Influencers Conference, the Antiques and Design Center at #HPMKT ,World Market Center Las Vegas, the Bold Summit, and has been a member of many panels at the National Kitchen and Bath Industry show.

Her well regarded blog on her business website, <https://www.savourpartnership.com/blog>, gives interior designers many tips for how to uplevel their business.

In 2021, Leslie was featured as an influencer on Forbes.com, and for 9 years, she wrote Furniture Today's *Retail Ideas* blog. Leslie writes extensively on digital marketing for other publications and has also been quoted in and/or featured in many other articles in trade publications on all facets of branding and driving sales conversions through digital marketing channels.

In 2021, Leslie will be launching her own lifestyle blog, in addition to her other activities, <https://www.designhappyliving.com>.

Leslie is a long time volunteer on the board of the Bienenstock Furniture Library and, in her spare time, is a friend to many, an amateur nature photographer, a reader, and a collector of children's illustrated books.

Tuesday, May 4

3:15PM-3:45PM

Brand Collaboration Presentation #3 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, May 4

4:00PM - 6:00PM

Expo Networking- Visit Sponsor Booths

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Day Two and Event Three adjourns at 6:00PM

WEDNESDAY, MAY 5 - DAY THREE

10:00AM ET - 5:00PM ET

There is no formal agenda or conference sessions for Wednesday. 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.

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!

See you in **Atlanta March 6-8, 2022** for the **Design Influencers Conference!**

Design Influencers CONNECT Team