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# DESIGN INFLUENCERS CONFERENCE

# 2023

NOVEMBER 7 | DALLAS MARKET CENTER

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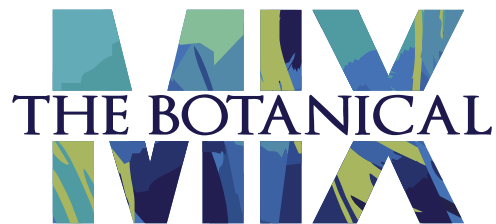
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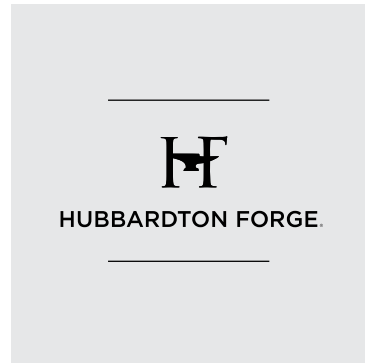
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# Introducing our Design Advisory Council

Through the sharing ideas with leaders in the profession and understanding of the ever-evolving needs of the design community, we strive to serve you (and surprise you!) with unique lighting and décor solutions.



**VISIT OUR DALLAS SHOWROOM TM 3725**

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**CINDY MORRIS**

President & CEO /  
Dallas Market Center

Welcome to Dallas Market Center.

On behalf of our open-daily Design showrooms and our family-owned company thank you for attending this special one-day event inside our marketplace amidst the soaring, light-filled, mid-century architecture.

First, a big thanks to Esteem Media for their partnership. For years we have supported the Design Influencers Conference because of Adam and Luba's dedication to the design community. It didn't matter that their events were held in the east or west—we wanted to be a part of it.

When the opportunity arose to create something here in Dallas, we jumped at it. Working together, we have created a day that will lift spirits, educate and inspire, and create deeper connections.

If this is your first time visiting Dallas Market Center we want you to feel welcomed while you listen to the sessions in the Trade Mart but also as you explore our other buildings.

We also want to invite you back to Dallas for our upcoming events including our January Lightovation show and Total Home & Gift Market. You may see our showrooms already preparing for these big events so pardon the dust.

Lighting is the “jewelry of the home” and only in Dallas can you see the largest collection of lighting brands in North America. The January edition of Lightovation will include a special Interior Designer Preview Day on Tuesday, January 9 with a trend tour, a virtual reality TrendHouse, and engaging talks about the role of technology.

Our Total Home & Gift Market, taking place at the same time as Lightovation, will present dozens of new and expanding showrooms in home and gift as well as the largest presentation of Temps in more than ten years including High Style Dallas on the 10th floor of the World Trade Center, which should be on your list.

As you can see, there are big reasons why we are welcoming more designers from this region but also from across the country: our marketplace has quality brands, artisan items and found objects, client gifts, and more available every week or during a market.

In closing, we're pleased that you choose to seek education, inspiration, and connection here at Dallas Market Center.

With Appreciation,

A handwritten signature in black ink that reads "Cindy Morris". The script is fluid and cursive, with the first name "Cindy" being more prominent than the last name "Morris".

Finally, and for the first time, the Design Influencers Conference has arrived in Dallas, and we couldn't be more delighted about this milestone. This year, in partnership with our friends and gracious supporters at the Dallas Market Center, we are bringing a special one-day edition of our conference to the heart of Texas.

Over the years, the Design Influencers Conference has grown and evolved, attracting a dedicated community of design professionals, influencers, and connected enthusiasts from all corners of the globe. Texas, with its vibrant design scene, has consistently stood out as one of the most important states in our network, second only in attendance to our host state in any given year since the event's inception in 2011. We deeply appreciate the unwavering support we've received from our Texan attendees, and it's about time we brought the DIC experience right to your doorstep.

This one-day event will feature some the best speakers from our previous multi-day conferences as well as some new ones, offering you a concentrated dose of inspiration and knowledge in the heart of Dallas. Whether you're an established design professional, an up-and-coming influencer, or a design enthusiast, this event is designed to cater to your passions and interests.

But that's not all. This special one-day event in Dallas is just the beginning of a continuing incredible journey. We're excited to announce that it will serve as a prelude to our next grand venture: the Design Influencers Leadership Conference in Napa Valley in February 2025. This multi-day event promises to be an unforgettable experience, bringing together the brightest minds and creative souls in the design industry, all in the breathtaking surroundings of Napa Valley.

Thank you for your ongoing support, and we are excited to see you in Dallas.

Warm regards,

**Adam Japko**



**ADAM JAPKO**

Founder, Design  
Influencers Conference  
CEO Esteem Media, Inc.

# Thank You To Our Sponsors

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REVELATION | UTTERMOST





## RESERVE NOW

The ARTS Awards is the premier awards program in the U.S. honoring home & design manufacturers, retailers, designers, and sales representatives.

Award winners will be revealed during a gala event on  
January 12, 2024 at the Hilton Anatole.

Join Dallas Market Center and ART in a celebration of home industry excellence.



SCAN TO RESERVE

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# TUESDAY

NOVEMBER 7

AGENDA // AGENDA // AGENDA // AGENDA // AGENDA // AGENDA // AGENDA // AGENDA //

## 8AM - 5:30PM

### Registration & Information Desk Hours

#### TRADE MART 1 - FRONT REGISTRATION

Pick up your badge and other materials at the registration desk.

## 8AM - 9AM

### Coffee & Networking Time sponsored by DMC

#### TRADE MART 1 - ATRIUM LOUNGE

Explore amazing showroom product vignettes, network with other attendees, and power up for a full day of conference with a light breakfast and coffee.



**DALLAS MARKET CENTER**

## 9AM - 12:15PM

### Morning Hydration Station Sponsored by HiEnd Accents

#### TRADE MART 1 - ATRIUM LOUNGE

Stay alert and hydrated with a cup of coffee or water.

**HiEnd**  
ACCENTS

## **9AM - 9:30AM**

### **Welcome & Introductory Address by Adam Japko and Cole Daugherty**

#### **TRADE MART 1 - ATRIUM THEATER**

Adam Japko of Esteem Media and Cole Daugherty of Dallas Market Center welcome you to Design Influencers Conference and set you up for everything you need to make the most of your experience!

## **9:30AM - 10:15AM**

### **Keynote: How to Leverage Your Hard-Earned Design Influence to Build Your Business with Christian Daw**

#### **TRADE MART 1 - ATRIUM THEATER**

Christian Daw embarked on building influence in the online design world in 2016 when he decided to put his law school and lawyering years behind him to chase his ultimate dream of designing amazing spaces for a living. He started with Instagram, attended a couple of Design Influencer Conferences, and built a 400,000+ following on social media in which he and his team culled to build a list of clients they preferred working with. In this talk Christian will:

- Discuss his transition from lawyer to architectural designer
- Outline some of the strategies he used to build online influence
- Share the outcomes of that strategy for his business

## **10:15AM - 10:45AM**

### **Refreshment & Networking Break**

#### **TRADE MART 1 - ATRIUM LOUNGE**

Take a Break and Recharge







**10:45AM - 11:30AM**

## Mastering TikTok and Reels Trends with Kyla Herbes

**TRADE MART 1 - ATRIUM THEATER**

TikTok and Instagram Reels have moved the needle skyward on video creation and marketing. These platforms have evolved in terms of functionality and audience engagement during this pandemic era...where video connections dominated in-person conversations. Learn basic techniques and tips that will launch your video campaigns to new heights.



**11:30AM - 12:15PM**

## The Secret Tricks of Turning Influence Into Income with Ursula Carmona

**TRADE MART 1 - ATRIUM THEATER**

Learn behind-the-scenes secrets to leveraging influence for the biggest impact, no matter the size of your audience! Whether you are a designer, shop owner, brand manager, or content creator.

- Ways to get paid for your influence (passive & active)
- How to obtain influencer opportunities & features (magazines, tv, books, podcasts, etc.)
- Curating your portfolio & media kit, then leveraging it for partnerships
- The art of professionalism and why it matters

**12:15PM - 1:30PM**

**Lunch & Networking Time Sponsored by Botanical mix**

**INTERIOR HOME + DESIGN CENTER 1D110 - THE BOTANICAL MIX**

Head over to the Interior Home + Design Center for a buffet lunch by The Botanical Mix!



**1PM - 1:30PM**

**Coffee & Cake in The Gallery**

**INTERIOR HOME + DESIGN CENTER 1D102 - THE GALLERY**

Grab something sweet and a jolt of caffeine while strolling through 22,000 square feet of amazing curated home decor, home accents, furniture, and lighting manufacturers that work directly with designers.

**1:30PM - 4PM**

**Afternoon Hydration Station Sponsored by DMC**

**TRADE MART 1 - ATRIUM LOUNGE**

Stay alert and hydrated with a cup of coffee or water.



**DALLAS MARKET CENTER**

**1:30PM - 2:15PM**

## Create Magazine-Worthy Photos Using the Smartphone with Linda Holt

**TRADE MART 1 - ATRIUM THEATER**

Unlock the hidden potential of your smartphone and learn how to how to create magazine-worthy photos using the smartphone. In this presentation, Linda will explain the art and science of using your smartphone just like a high-end digital camera. Never worry about copyright infringement again when you master taking your own images.

- How to conquer perspective problems and assure straight lines in your photos
- Learn how to master both available light and supplemental lighting
- Composition tips for stellar interior shots
- My two favorite editing apps for bringing your design photos to the finishing line.



**2:15PM - 3PM**

## Choosing the Right Brand Partner & Measuring Your Influencer Marketing Efforts with Jennifer Smiga

**TRADE MART 1 - ATRIUM THEATER**

Strategic alliances are the cornerstone of any savvy interior designer's marketing plan. Beyond just followers and fanfare, the right brand partner can transform the trajectory of your business. But what makes a powerful partnership? Just as a design requires meticulous planning, so does an influencer marketing match. With clear objectives, astute measurements, and a knack for nurturing relationships, you can create campaigns that resonate with your audience – and the brands you love (and would love to work with.) In this presentation we'll take you on a journey through the nuances of selecting the perfect brand partner, and the art of measuring and reporting on your work together. Get ready to craft your playbook for influencer marketing success now!







**3:15PM - 4PM**

## How to Land Interviews That Will Skyrocket Your Career with Zandra Zuraw

**TRADE MART 1 - ATRIUM THEATER**

Why can't top designers and PR firms send pitches that actually land press opportunities? It's because pitch development takes thought, planning, and time. In this presentation you'll learn why some pitches work and others never see light.

- Pitching strategy and timeline
- How to choose the right press opportunities and know when to pitch the big ones
- Useable blank template for writing a winning pitch
- Website review checklist for attracting press opportunities"

**4PM - 5:30PM**

## Closing Reception sponsored by DMC

**WORLD TRADE CENTER 1 - ATRIUM**

Celebrate an amazing day of learning and connections with a lively cocktail party in our beautiful 15 story atrium.



**DALLAS MARKET CENTER**

## NOTES

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**Join us in Napa in 2025!**

We've got a new name, new venue, and expanded content!



**February 10-12, 2025**

**The Meritage Resort and Spa | Napa, CA**

We're still focused on the event's traditional design influencer marketing education and brand and influencer connection programs but also will tackle new opportunities and challenges in operations and marketing that have become crucial for leaders of influential design businesses to master. In addition, the special benefits of its new host destination, Napa Valley, will be incorporated into the event experience.

**REGISTRATION WILL OPEN IN JANUARY 2024.**

[DesignInfluencersConference.com](https://DesignInfluencersConference.com)

# INTRODUCING LIGHTING CONCIERGE

## A Designer's Inside Track to Lighting

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A new service offered exclusively inside the largest lighting marketplace in North America. The Lighting Concierge is a complimentary, personal service to inspire, guide, and provide access to the latest in lighting.



### MEET THE CONCIERGE

Make an Appointment:  
[concierge@dallasmarketcenter.com](mailto:concierge@dallasmarketcenter.com)



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# INTERIOR DESIGNER PREVIEW DAY

SAVE  
THE  
DATE!

DESIGNERS ARE INVITED FOR A  
SNEAK PEEK INTO NEW  
LIGHTING INTRODUCTIONS &  
TRENDS INSIDE THE LARGEST  
LIGHTING MARKETPLACE IN  
NORTH AMERICA.

**JANUARY 9, 2024**

**LIGHT**  **OVATION**

DALLAS INTERNATIONAL LIGHTING SHOW



# UTTERMOST | REVELATION

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## TRADE MART

05	Administrative Offices
04	Lighting • Design • SMART Center
03	Lighting • Design
02	Gift • Home • Holiday & Floral • Housewares • Tabletop
01	Gift • Home • Holiday & Floral • Housewares • Paper

## WORLD TRADE CENTER

15	Women's Apparel • Contemporary	
14	Western • English • Tack	
13	FUTURE TEMPS	Fashion Accessories • Footwear Women's Apparel
12	FUTURE TEMPS	
11	FUTURE TEMPS	
10	FUTURE TEMPS	
09	Home & Design • Lighting • Outdoor	
08	Children's Apparel • Accessories and Gift • Toy	
07	Fine Jewelry • Cash • Carry • Men's Apparel • Accessories • Footwear	
06	Home & Design • Lighting • Textiles • Gift	
05	Home & Design • Lighting • Textiles • Gift	
04	Gift • Home • Holiday & Floral • Toy	
03	Gift • Home • Holiday & Floral • Lighting	
02	Gift • Home & Design • Holiday & Floral	
01	Home & Design Protective Services • Sundries Shop • UPS • FedEx	

### LEGEND



Home & Design • Gift • Lighting

### OPEN DAILY

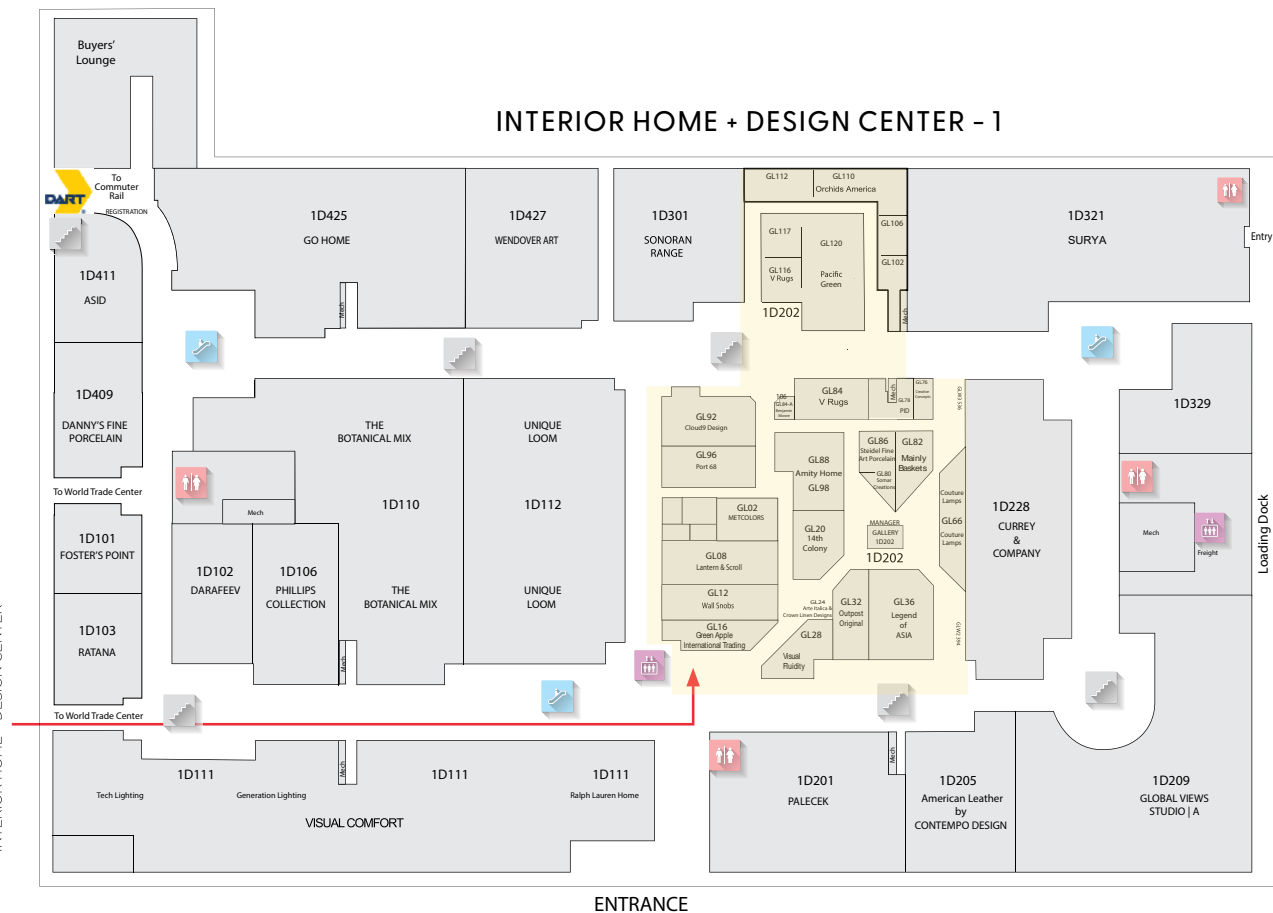
Cafeteria and Starbucks  
WORLD TRADE CENTER 1

## INTERIOR HOME + DESIGN CENTER

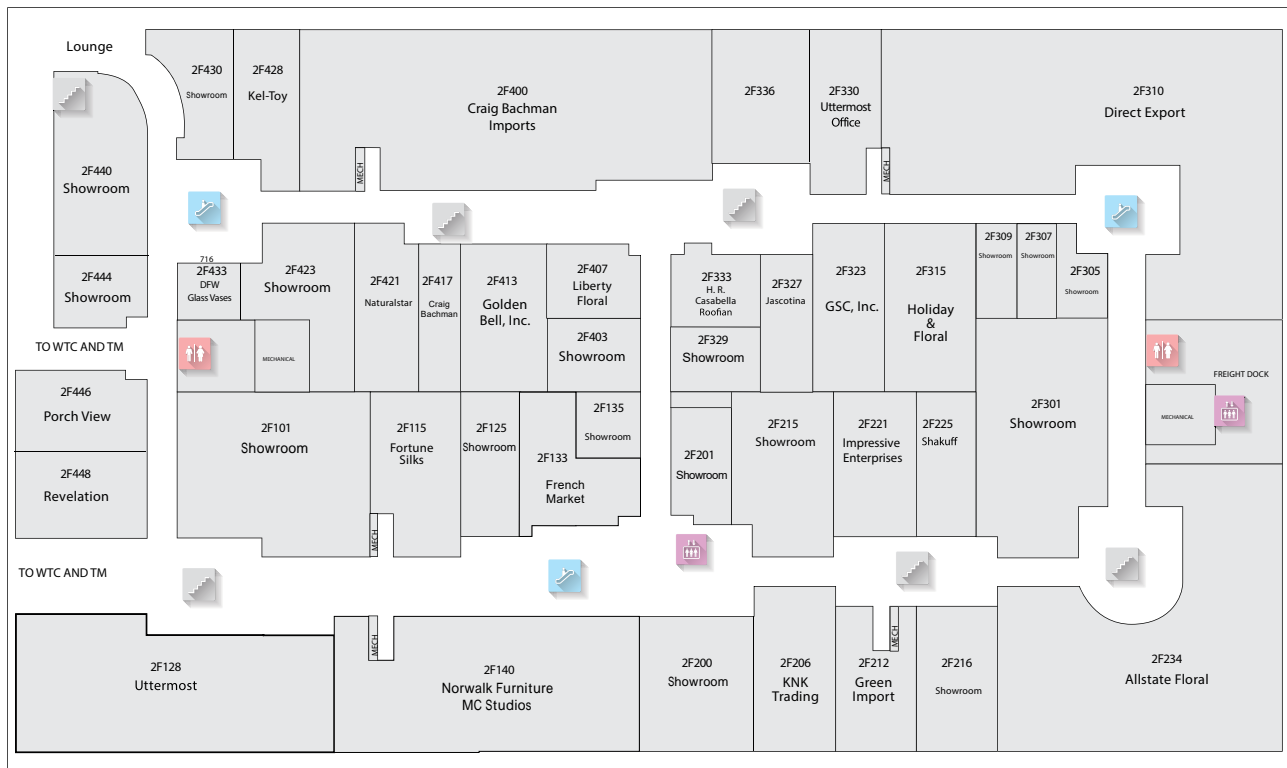
02	Holiday & Floral • Gift • Home
01	Home & Design • The Gallery • Lighting



## INTERIOR HOME + DESIGN CENTER - 1



Holiday & Floral  
Gift  
Home Accents



## TRADE MART - 3



## Lighting & Lamps Spectrum





Gift  
Home  
Home Accents  
Holiday  
Floral  
Gourmet Market

## WORLD TRADE CENTER - 1



TO INTERIOR HOME + DESIGN CENTER

Gift  
Home Accents  
Holiday & Floral

## WORLD TRADE CENTER - 2



Gift  
Home Accents  
Holiday & Floral

## WORLD TRADE CENTER - 3



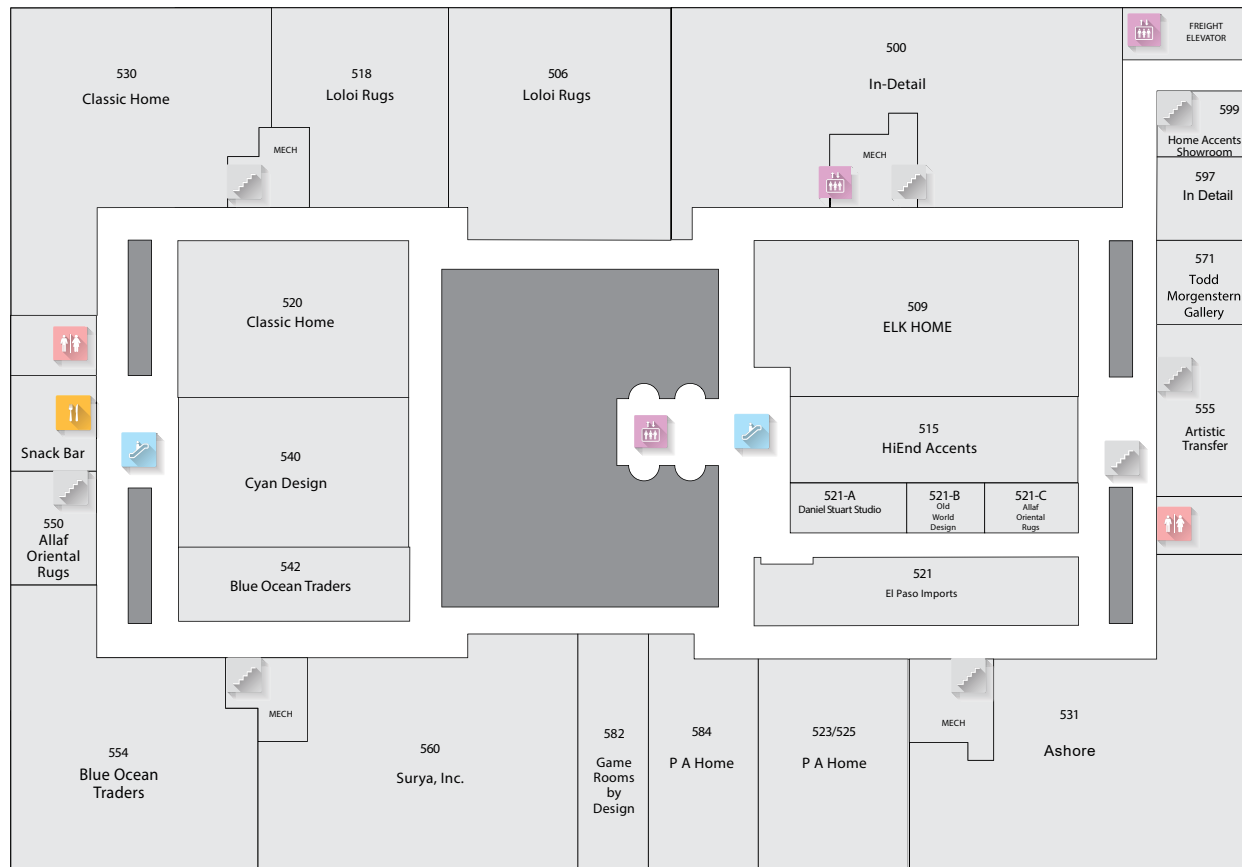
Gift  
Home Accents  
Holiday & Floral  
Toys

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## WORLD TRADE CENTER - 5

**WORLD  
TRADE  
CENTER**

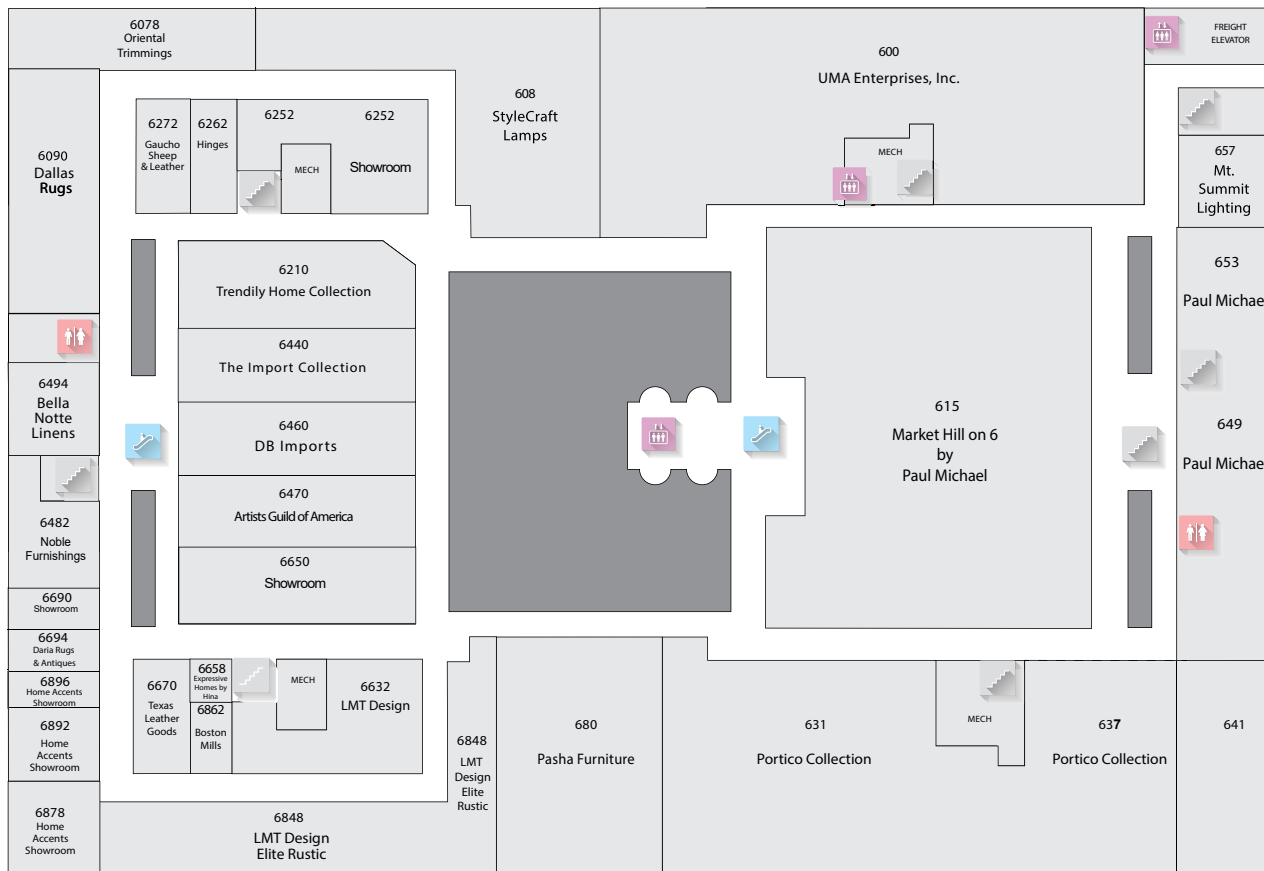
Gift  
Home Accents  
Furniture  
Lighting  
Textiles





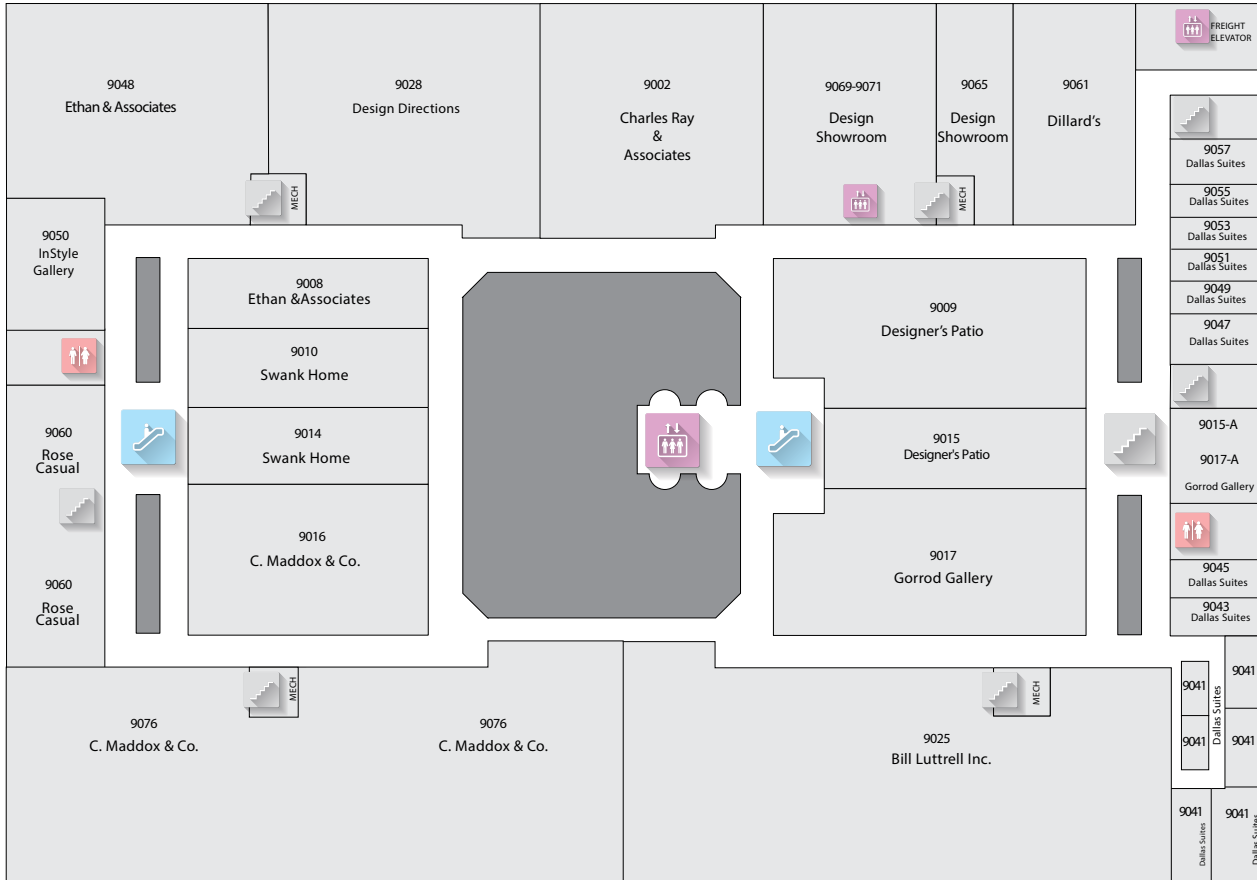
Home Accents  
Furniture  
Lighting  
Gift  
Textiles

## WORLD TRADE CENTER - 6



## WORLD TRADE CENTER - 9

**WORLD  
TRADE  
CENTER**

 Home Accents  
Furniture  
Outdoor Furniture


**SAVE  
THE  
DATE!**

# TOTAL HOME & GIFT MARKET

**JANUARY 10-16, 2024**



DALLAS  
MARKET  
CENTER

GOETZ

# WELCOME TO THE GALLERY

Discover fresh new finds for designers & home outfitters. The Gallery in the Interior Home + Design Center (IHDC) is where we collaborate with creatives and where exhibitors & designers meet to introduce new ideas and share inspirations.



## CONTACT

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O: 214-744-7441

**IRENE RAYMOND**  
Showroom Assistant  
iraymond@dallasmarketcenter.com  
O: 214-744-7441



THE GALLERY

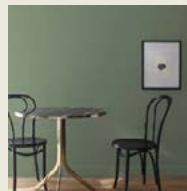
IHDC ID202 - 8-5PM



AMITY HOME



ARTE ITALICA



BENJAMIN MOORE



CLOUD9



COUTURE LAMPS



CREATIVE THREADS



VISUAL FLUIDITY



FOURTEENTH COLONY LIGHTING



GREENAPPLE



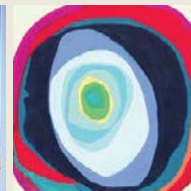
LANTERN AND SCROLL



LEGEND OF ASIA



MAINLY BASKETS



MET COLORS



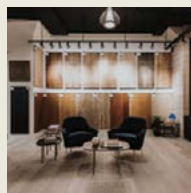
ORCHIDS LUX



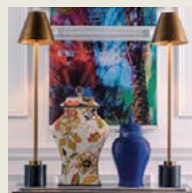
OUTPOST ORIGINAL



PACIFIC GREEN



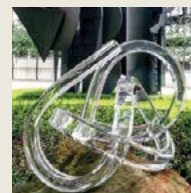
PID FLOORS



PORT 68



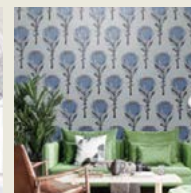
SHONA AFRICAN SCULPTURES



SOMAR CREATIONS



V RUGS & HOME



WALL SNOBS



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