

Agenda

All Business and Leadership sessions at
IIDA IDEA Studio
111 E. Wacker Dr, Suite 222,
Chicago, IL 60601

Thursday, April 25

Chapter Mixer

6:00-8:00pm

Chicago Architecture Center
111 E Upper Wacker Drive

Separate registration required

Sponsored by Gallagher & Associates

Friday, April 26

Registration and Networking

8:00-9:00am

Welcome + Introductions

9:00-9:15am

Session 1

Business Development 101 Finding the right clients for your firm

9:15-10:15am

Kevin Budelmann, President, Peoplesdesign (Grand Rapids)

Not all clients are created equal. There are two philosophies in terms of business development: Quantity vs. Quality. Take all the work you can regardless of where or who it is for versus evaluating, qualifying, and assessing each project and client to see if the work and the job is the right fit for your firm, will be profitable, and will lead to more and better work in the future. Learn first hand from a business of design innovator, Kevin Budelmann who is President of Peoplesdesign and sits on the global board of IxDA.

Morning Break

Connect with design and business leaders from the SEG D community

10:15-10:45am

Session 2

Finance 101: Pricing and Fees

10:45am-12:00pm

Shel Perkins, President, Shel Perkins & Associates (Berkeley)

What's your worth? How do you set fees and prices for your services? The 2016 SEG D Hourly Billing Survey illustrated just how widely varied the hourly rates are across geographic and service level. Break through the confusion and get paid what you are really worth. Learn first hand from design industry expert Shel Perkins how to set your pricing and get clients onboard and to understand your fee and value structure.

Lunch Break

Grab a bite to eat in Chicago

12:00-2:00pm

Session 3

Project Management 101 Managing Clients, Budgets and Teams 2:00-3:00pm

Julie Maggos, Senior Associate, and Kelsey Rodheim, Project Manager, IA | Interior Architects (Chicago)

Join the team from IA's Chicago office and gain best practices from EGD leaders who have been there! Learn how to run a project, interface with clients and how to communicate effectively with your internal team.

Session sponsored by SignAgent

Afternoon Break

3:00-3:30pm

Session 4

IP 101

Copyright Laws for Design Contracts

3:30-4:30pm

Shel Perkins, President, Shel Perkins & Associates (Berkeley)

Who owns the drawings? Who owns the images? What about a unique sign design? What kind of permissions will we have to show our work after the project is completed? These are all questions regarding copyright and how ownership of intellectual property is agreed upon in your design contracts with clients. This is a must have set of knowledge for any designer moving into management and leadership in an EGD practice.

Closing Dialogue

4:30-5:00pm

Sponsorship opportunities are currently available for this event!

Contact Kathleen Turner,
SEGD Director of Business Development
kathleen@segd.org
+1 703 657 9171

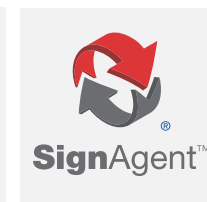
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