

DIGITAL DAY AT ADAC

MARCH 10, 2016 | 10:00 AM — 5:30 PM

DEFINE YOUR BRAND MAXIMIZE YOUR PRESENCE

Today's most sought after interior designers have mastered the art of promoting their brands throughout the life of their projects and beyond. In this day-long session, learn how to effectively define who you are in words and images, and maximize your presence across multiple digital platforms.

Digital Day is intended for interior design professionals and design aficionados looking to share their stories and get noticed in creative new ways.

Sponsored by Agency Sparks, Peacock Alley, Stark, and Taylor Burke Home

10:00 AM
**Defining Words:
Tell a Captivating
Brand Story**

Rachelle Kuramoto of Watchword Brand discusses the importance of messaging and communication in sustaining a powerful, productive brand in the increasingly multichannel world. She shares thoughts about why crafting a unique story is at the heart of connecting with the right audiences in the right places, at the right time. Rachel Mountis of Taylor Burke Home joins her to discuss branding characteristics that are unique to the design world and to illustrate how internal branding processes solidify the direction of Taylor Burke Home.

During this session, Rachel provides a before-and-after case study based on Taylor Burke Home's internal brand method. Rachel then guides you in outlining a plan for understanding your own audience and competitive brand landscape. Consider what makes your brand unique, give structure to your voice and value propositions, and think about the key components to communicating your brand across brick-and-mortar and digital marketplaces.

ADAC Presentation Room, First Floor Atrium

11:00 AM
**You Oughta be
in Pictures:
Grow Your Business &
Make Everyone
Like You**

Beginning eight years ago by building a portfolio together, both Brian Patrick Flynn of Flynnside Out and Sarah Dorio of Sarah Dorio Photography have learned what it takes to capture an interior, a vignette, and even the process itself.

Quickly learning that the behind-the-scenes images are as compelling as the finished product, Brian discusses how and why he started shooting his installations and the styling process along the way for an additional field of revenue. Sarah explores the art of shooting an interior, both with natural and artificial light, touches on essential gear, and discusses when to shoot on your own versus hiring a professional.

ADAC Presentation Room, First Floor Atrium

12:00 PM
**Lunch with Digital
Experts**

Enjoy lunch while networking and exchanging ideas with Digital Day attendees. Top branding and digital marketing experts are available for you to ask your most pressing questions. This informal meet-and-greet provides an opportunity to receive the individual pieces of information that you specifically need either to begin or to take the next step in your digital presence. Lunch provided by The Hungry Peach.

ADAC Event Space, Suite 403

Experts in the following areas will be on hand:

Branding | Photography | Social Platforms | Graphic Design | Video | Email Marketing | Web | On-line Publications

1:30 PM — 3:30 PM
Workshops

From 1:30 PM — 3:30 PM, attend a Social Media Workshop and a Website/Email Workshop. The content of these workshops is tailored according to your needs - please choose either the introductory OR advanced workshops. You cannot attend both as they run concurrently. See full descriptions on the next page.

3:30 PM
**Panel Discussion:
Broaden Your Brand**

Presented by: Libby Langdon of Libby Langdon Interior Design, Rachel Mountis of Taylor Burke Home, Mandy Kellogg Rye of Waiting on Martha, Chad Stark of Stark, and Julianne Taylor of Taylor Burk Home.

Once you have an established brand and successful digital presence, what's next? The possibilities are endless. Collaborations, licensing deals, a product line of your own? Gather insider tips on taking your brand to the next level from people who have done just that. They day concludes with a cocktail reception and *designHER* book signing at Taylor Burke Home, Suite 502.

ADAC Presentation Room, First Floor Atrium

WORKSHOPS

From 1:30 PM — 3:30 PM, attend a Social Media Workshop and a Website/Email Workshop. The content of these workshops are tailored according to your needs - please choose either the introductory OR advanced workshops. You cannot attend both as they run concurrently.

INTRODUCTORY WORKSHOPS

Presented by: Jason Dominy of Dalton Agency

Learn what you **MUST DO** to correctly utilize social media for your business. Discussion topics include joining your top three platforms, managing your time on social media, deciphering the frequency and placement of content, and how different platforms speak to each other. See examples of image and video ideas and learn best practices for tagging, using hashtags, links and captions.

Peacock Alley, ADAC West | Suite A6

SIGN UP FOR THIS IF:

- You primarily use social media for personal purposes.
- You rarely, if ever, leverage social media for your design business.

Presented by: Joe Koufman of Agency Sparks, Kevin Planovsky of Vert Digital, and Kristen Speagle of Bright Wave

Learn what you **MUST DO** to have a successful online presence for your business. Uncover the latest trends in website design and email design and how to effectively showcase your work on these mediums. Explore basic email strategies, content and formats in order to build your database of contacts and prospective clients. Understand what you can do on your own and when you should hire a web or graphic designer.

Stark, Suite 135

SIGN UP FOR THIS IF:

- You do not have an established relationship with an email service provider such as MailChimp, Benchmark, Constant Contact, etc.
- You don't have a website or you have a basic website and do not regularly monitor your analytics or use other performance tracking software.

ADVANCED WORKSHOPS

Presented by: Joe Koufman of Agency Sparks, Kevin Planovsky of Vert Digital, and Kristen Speagle of Bright Wave

Discover what you **CAN DO** to enhance your online presence. Topics covered include, search engine optimization, keywords, keeping your website content fresh, and trends in web and email design. Learn how to create email newsletter content and use free plug-ins and widgets to add to your website and email. Explore how to showcase your latest project on these mediums in new and creative ways and understand what you can do on your own and when you should hire a graphic designer.

Stark, Suite 135

SIGN UP FOR THIS IF:

- You have an established relationship with an email service provider and have been working to build a list of subscribers.
- You regularly access and monitor your analytics or use other performance tracking software.

Presented by: Jason Dominy of Dalton Agency

Discover what more you **CAN DO** to utilize social media. Take a look at new platforms that are trending in popularity as well as expanded capabilities within established platforms. This interactive session also covers strategies for incorporating image and video.

Peacock Alley, ADAC West | Suite A6

SIGN UP FOR THIS IF:

- You maintain at least three social media channels (like Facebook, Twitter, Pinterest, Instagram, etc.) for your business and post/interact weekly.

1:30 PM
Social Media
Best Practices
Introductory

2:30 PM
Website + Email
Management
Introductory

1:30 PM
Website + Email
Management
Advanced

2:30 PM
Social Media
Best Practices
Advanced

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