

DAY PROGRAM

OCTOBER 16, 2008 | 12:00PM-5:00PM

THE WESTYE GROUPTM | SOUTHEAST, INC.
1700 EXECUTIVE DRIVE SOUTH, SUITE 400, DULUTH, GA 30096
www.westyegroupse.com/atlanta.asp



OCT 16-17

www.nkbag.org/students/

CLASS DESCRIPTIONS (.3 CEU)

MILLION DOLLAR MARKETING ON A SHOESTRING BUDGET

Some of the most powerful promotion that design professionals can do costs the least. Some, in fact, costs nothing at all! This program introduces you to the low cost, no cost promotion techniques that will help you market smart. Included are tips on writing articles and columns, economical online marketing, public speaking, aligning with allied professionals, networking, referrals, testimonials, moneysaving marketing materials, and much more. You'll walk away with what you need to know to make a maximum marketing impact for a minimal investment of time and money.

DARE TO BE A DIFFERENT DESIGNER

What makes you different? This presentation shows you how to stand out from competitors, develop a truly unique message and communicate it in unique ways. Find out how to establish your expertise, make yourself memorable, and promote yourself as an unique, one-of-a-kind design professional. And learn how to overcome negative perceptions and preconceived notions that confront so many designers today.

SPEAKER BIO



Fred Berns is among the biggest names in the business of interior design. He's the only sales and marketing coach, author and professional speaker who trains design trade professionals worldwide how to use self-promotion to dramatically increase sales and profits.

Read the full bio on the Evening Chapter Meeting flyer.

EVENING CHAPTER MEETING...

5:30pm-8:30pm – Sell Yourself! How to Get Them to Buy From You

REGISTER ONLINE

www.nkbag.org

SIGN UP TODAY!

DAY PROGRAM REGISTRATION

PROGRAM INFORMATION

TITLE	Day Program	
EVENT DATE	October 16, 2008	
DEADLINE	October 13, 2008, Midnight EST <i>Late Registration applies for payment after this date.</i>	
TIME	12:00pm-12:30pm	Registration Lunch (provided)
	12:30pm-5:00pm	Class
LOCATION	The Westye Group, SE 1700 Executive Drive South, Suite 400 Duluth, GA 30096 770.921.9373	

COMPANY

MEMBER#	
COMPANY NAME	
ADDRESS	
CITY/ST/ZIP	
PHONE	

REGISTRATION FEE

STATUS	REGISTRATION	** LATE REGISTRATION
MEMBER	QTY ____ @ \$65	QTY ____ @ \$75
NON-MEMBER	QTY ____ @ \$85	QTY ____ @ \$95
STUDENT MEMBER	QTY ____ @ \$45	QTY ____ @ \$55
\$ TOTAL		

1 2 3

ATTENDEES

** Late Registration is accepted and processed until noon on the day of the event. It is highly recommended to register online to avoid any possible problems.

1-Member 2-Non-Member 3-Student Member

Refund Policy: No refunds. Contact Georgia Chapter Treasurer for more information regarding cancellations prior to DEADLINE above. No-shows will be billed.

PAYMENT OPTIONS

CREDIT CARD	Go to www.nkbaga.org/registration/ to register today. It is SAFE and EASY!
CHECK	Print a completed copy of this form for your records prior to mailing. No confirmation is sent. Mailed registration must be received no later than October 13, 2008, Midnight EST to avoid Late Registration fees. Send check payable to NKBA: Georgia Chapter of NKBA c/o Barbara Shelton 5236 Redfield Court, Dunwoody, GA 30338

PROGRAMS Kitty Johnson, First VP-Programs, programs@nkbaga.org
TREASURER Barbara Shelton, Treasurer, treasurer@nkbaga.org

STUDENTS Diane Coker, Student Tour Committee, Dcoker@westyegroupse.com

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SELL YOURSELF! HOW TO GET THEM TO BUY FROM YOU

FRED BERNS

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EVENING CHAPTER MEETING (.1 CEU)

The most important sale you'll ever make is the Personal One! Here's everything you need to know to blow your horn, toot your flute, achieve peak performance, and master basic selling skills through personal promotion. Based on the best-selling book by the same name, the program provides insights on communicating with confidence and marketing yourself as well as your services. It covers networking, differentiating yourself, presenting your proposals, overcoming price objections, closing sales, and getting and staying connected with customers.

SPEAKER BIO

Fred Berns is among the biggest names in the business of interior design. He's the only sales and marketing coach, author and professional speaker who trains design trade professionals worldwide how to use self-promotion to dramatically increase sales and profits.

Among the events at which he spoke in 2008 was a conference in Dubai for design professionals and industry partners from throughout the Middle East.

His presentations and coaching sessions for interior designers, window fashion professionals, architects, kitchen and bath specialists, and others can make a maximum sales and marketing impact for a minimal investment of time and money.

He also trains manufacturers, retailers, design centers and showrooms on how to create a "buzz," build traffic and increase sales to design professionals. In addition, he delivers programs on behalf of manufacturers for their clients.

Berns presents sales and marketing programs at design centers, marts and conferences around the world. He has been a featured speaker at the International Window Coverings Expo; Neocon events; the High Point Market; Surfaces; design symposiums; home and design expos; furniture, gift and accessory shows; and national conferences of such groups as ASID, NKBA, and IFDA. He has also worked with several national home interior franchise organizations.

Berns' blog, InteriorDesignBusiness.net, and his email newsletter, Business by Design, reach thousands of design professionals around the world. He also regularly writes for a variety of design trade publications.

The Superstar Selling System for Design Professionals, Berns' audio training program, is the latest in a series of business-building tools he has developed for the design industry. His other audio programs cover topics like setting and getting higher fees, overcoming price objections and high impact, low cost marketing.

Berns launched his speaking career for the design trade after working in journalism for 25 years. He founded the Berns Bureau, and helped it become one of Washington's largest and longest-established independent news service.



www.fredberns.com

NEXT MONTH...

Nov 7 – Calla Design Competition Briefing – Daniel Kitchen & Bath, Savannah, GA

Nov 8 – Georgia-Carolinas Chapter Event – 2009 Will Be Fine! by Tom Shay – Oldcastle Surfaces, Savannah, GA

Nov 12 – Calla Design Competition Briefing – HADCO, Roswell, GA

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