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Return-On-Investment – a measurable way to show the contribution of your marketing investment to the sales process

Webcast Event Promotion

- Sponsor logo or identification on all pre-event marketing
- 1 page 4/c ads in *Contract*
- HTML invitations to the database of print subscribers and e-newsletter subscribers
- Link on contractmagazine.com homepage and dedicated webcast page with complete event details

Sponsorship Pricing: \$15,000

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Proposed Webcast Topics

■ Annual Design Business Outlook

Audience: Design principals and new business development people.

Topic: A discussion of real estate investment/development trends for the coming year and an assessment of how those trends will affect business opportunities for the design industry.

Panelists: Real Estate investment/development experts.

■ Applying Design Standards Globally

Audience: This discussion is targeted toward American design firms that do multiple projects for large, multi-national clients.

Topic: How do you maintain corporate culture, branding initiatives, and furniture standards across diverse global markets while still maintaining sensitivity to individual cultures and their particular workstyles.

Panelists: Designers experienced in designing an array of global offices for a single client; Real estate/facilities professionals from multi-national organizations with offices worldwide.

■ Small Firm Roundtable

Audience: Small design firms that are practicing in major, highly competitive geographic markets

Topic: A discussion of the challenges that face small design in winning projects, with advice on how to compete in crowded markets against national design firms with deeper resources.

Panelists: Principals of successful regional design firms.

■ International Best Practices

Audience: American design firms interested in doing business abroad.

Topic: A discussion of methods of extending your practice across international borders and finding common denominators for best practices in running a design firm worldwide.

Panelists: Design principals from key geographic markets around the world.

■ How to Work in China

Audience: American design firms interested in doing business in China.

Topic: Methods for extending your practice into China and advice on challenges and best business practices there.

Panelists: Design principals with extensive experience practicing in the Chinese market.

■ Design 101

Audience: 1) MBA students 2) Students in Healthcare Administration programs 3) Students in Education Administration programs

Topic: An online “guest lecturer” course for administrative and other non-design professionals who will someday be design industry clients. The concept is communicating the value of design to business-minded professionals (or soon-to-be-professionals) who may never have considered the important role design can play in supporting a corporate, healthcare, or educational organization’s strategic goals.

Panelists: Design principals who are experts in the applicable field.

■ Career Development

Audience: Design students and young designers who have just entered practice.

Topic: A primer on the skills necessary to land a job and/or advance a design career.

Panelists: Design principals who do a lot of recruiting, hiring, promoting; Design industry career advisors.

■ Evaluating Environmental Product Standards

Audience: Designers interested in sustainable design initiatives.

Topic: Advice on how designers can sift through the abundance of information and mis-information to make informed choices about specifying green products.

Panelists: Green design and product experts, Green certification organizations, Sustainability officers from industry manufacturers.

■ Technology Horizon

Audience: Design professionals at any level.

Topic: A leading edge discussion of interesting technologies on the horizon, the opportunities they will present, and how they will shape our behaviors at work and leisure in the next decade.

Panelists: Technology futurists.