



Presents

2005 DESIGN CENTER MANAGEMENT SYMPOSIUM

Artisan Design Group is pleased to announce the 2005 Design Center Management Symposium designed exclusively for the new home industry. This unique forum provides two information-filled days for Design Center Managers who oversee showrooms and manage designers across the country.

Symposium
Aug. 11 & 12, 2005
8:30AM - 4:30PM

**HILTON
GASLAMP
DOWNTOWN
SAN DIEGO**

401 K Street
San Diego, CA 92101

Reservations:
(800) HILTONS
Special ADG Rate:
\$189.00 per night

2 day program including
Continental Breakfast
and Lunch each day

**SYMPOSIUM
ENROLLMENT:**
\$895.00 by June 30, 2005

**EARLY
ENROLLMENT
DISCOUNT:**
\$825.00 by March 30, 2005
**Registration Limited
Enroll Now**

Email or Fax
Enrollment
Info@artisandesigngroup.net
619-269-0302

www.ArtisanDesignGroup.net
For information call
619-269-1211

DAY 1

DESIGN CENTER HEADLINES

An overview of the latest and greatest in new home design center practices across the country.

BEST PRACTICES FORUM

The Hiring Process

Participants share successes in interviewing, qualifying and hiring design consultants and design center personnel.

KEYNOTE PRESENTATION

Money Matters

Money frequently becomes a critical issue in the new home design center process. The Design Consultants fiduciary responsibility to the home buyer is extremely vital in conveying the real cost of ownership and return on investment during this overwhelming time.

BEST PRACTICES FORUM

Training Programs

Participants share information on some of the most successful training programs and methods they've used in their design centers.

DAY 2

MERCHANDISING NEWS

What's new in design center merchandising? Explore color trends, display ideas, and design concepts in the never ending quest to assist homebuyers create their personal haven.

THE NEW HOMEBUYER EXPERIENCE

A panel of industry leaders discuss tactics and tools focused on creating the best customer experience possible in a design center environment.

KEYNOTE PRESENTATION Communication is Key

Managing homebuyer expectations is the cornerstone of a successful design center and option program. This session demonstrates that how we communicate is often more important than what we communicate.

BEST PRACTICES FORUM Team Building Activities

Participants share information on some of the most successful team building activities they've used during this busy time.

SPECIAL - Pre-Event Seminar: URBAN HORIZONS for the Design Center Professional Seminar & Walking Tour - Wednesday, August 10, 2005 - \$450.00

Name: _____

Company: _____

Address: _____

Telephone: _____ Fax: _____

Email: _____

Symposium: _____ Seminar: _____ Total: _____

Payment: Visa MC Am Exp# _____ Exp Date _____

Shirt Size: S M L XL XXL *Make sure address listed matches credit card billing address*