



THE BOLD SUMMIT FORMAT

Business of Luxury Design Summit

September 25-27, 2017 – Auditorium Theater - Downtown Chicago



The BOLD Invitation

Invitations are sent by priority mail to select Principal Designers and Architects around the world. Receiving a BOLD Summit invitation in the mail is an elevated experience unto itself.

Registrations are also accepted online and over the phone and are subject to approval. This ensures we assemble a true peer group.



BOLD Cocktail Party

The evening prior to Day 1 of the conference, we launch with a festive soiree for all attendees, sponsors and media to meet, greet and enjoy a signature cocktail as they settle in before the event.



BOLD Summit Conference Content

Each year the conference content centers on a theme. 2017 will focus on strengthening and diversifying your revenue streams. The content always contains advanced level strategic, tactical and business development information from top tier speakers. Each day the speakers also conduct round table discussions to facilitate personal, in-depth learning and collaboration.



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BOLD Masters Award

Each year the BOLD Summit honors 3 industry luminaries for their excellence in design and business. They each present, host a round table discussion, receive a gorgeous crystal award and are honored at the BOLD Masters Dinner. They bring a nice balance to the event, adding their story of success, advice and their own inspirational flair to the otherwise intense business curriculum.



BOLD Masters Videos

Before the conference, our video production team interviews each BOLD Master on camera, either in their office or at a project site. We ask them the same 10 questions each year. They share their views on luxury, business, finance, clients, branding, etc. Those videos are then shared with the audience throughout the BOLD Summit program.



BOLD Masters Dinner

After the award ceremony on Day 1 of the event, we take limousines to a special location off site to celebrate the BOLD Masters. We enjoy a cocktail hour and private dinner reserved for BOLD Masters, speakers and a select group of attendees who opt to pay an additional \$1,000 to join us for this grand affair. In 2017, this dinner will expand into an even more powerful fund raising event.



BOLD Roundtables

Each BOLD Master and all of the key speakers, publication editors and experts that take the stage also conduct an intimate round table discussion. Each attendee may sign up for the BOLD Master of their choice upon registration or prior to the event. The other round tables are selected after the presentations are given and the attendees decide which topic they want to get more personal information and feedback on.



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BOLD Designer Showcase

Many BOLD Attendees have or are in the process of launching their own product line, whether it be furniture, a fabric line, trim or home décor. Whatever the product, getting exposure and building a client base of designers that specify large quantities of your product is paramount in growing that side of your business.

The BOLD Designer Showcase is an opportunity for these designers to showcase their goods to their fellow design community and the media. We also have a PR event to garner national attention for these designers and their products. If you are interested, call our office for details and inclusion.



BOLD Topic Dinners

Any attendee can put up a topic to discuss over that evening's dinner. Then throughout the day anyone can sign up to go to the dinner and discussion of their choice. Everyone meets at the designated restaurant, covers their own meal and has a meaningful conversation. It's a wonderful way to meet kindred spirits, spend time with friends and collaborate!



BOLD Philanthropy

Each year the BOLD Summit donates a portion of its proceeds to charitable causes. These beneficiaries are selected by the BOLD Masters and funds are gifted in their honor. The event has raised tens of thousands of dollars for important global causes such as Clodagh's Thorn Tree Project – sending children to school, Modernism Week – design scholarships, Heifers International – ending world hunger and many more.



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THE 2017 BOLD SUMMIT AGENDA

Each BOLD Summit brings topics, resources and speakers that are relevant to the current challenges that luxury focused designers are facing. 2017 will host round table discussions, workshops and presentations addressing the following areas of your business.

- Billing Model – Getting to your 40% Gross Profit Margin
- PR – When you're ready- what to look for – best strategy for you
- Video – How to create a powerful effective home page video with effective messaging
- Online Marketing – How to use email drip campaigns as a luxury designer
- SEO - What you need to know about SEO in the new online environment
- Media – National publications will share what they are looking for in your submissions
- Referral Networks – Building referral relationships with businesses who serve the top 5%
- Messaging – Who, What, How and Why. The method for effective website copy
- Behind the scenes at Barclay Butera's office –from the COO – the path from small time to big time and key strategies for getting there
- Employee woes – How to reinforce your Alpha status while remaining true to your kind nature
- Handling clients – Communication techniques that keep them in check and coming back for more
- How to turn press into new business and more revenue - 5 key strategies
- Clearing abundance blocks – the 9 major blocks and clear them right at the conference



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HOW TO ATTEND

To attend the event, call the BOLD Summit office to get any questions answered and reserve your place. Our number is 503-535-8800. Attendance is \$3,495 and our early bird registration is **\$2,795 right now for a limited time**. Each additional member of your team is **\$1,795**. We have a **2 or 3 payments option** as well. There is not risk. If for some reason you find that you are not able to attend, simply cancel your reservation before June 30th for a full refund.

This experience is going to be amazing. If you feel compelled to go, listen to your inner knowing. There is something there that you need, whether it be a contact, a business tool or technique, a strategy update, inspiration or all of the above. There is a reason you are being called to go. Listen to it and allow the shift in your life and in your business to happen. You are ready! Simply give us a call and register over the phone.

We look forward to seeing you there!