IIDA CEO Cheryl Durst Tapped as Keynote for ORGATEC TrendForum

October 24, 2012 Chicago, Illinois – Cheryl S. Durst, Hon. FIIDA, IIDA Executive Vice President and CEO, will speak as part of the ORGATEC Trend Forum in Cologne, Germany. The Trend Forum brings together experts in interior design, architecture, business, planning and consulting to share best practice and innovative ideas.

Durst will speak on Friday, October 26 as part of the International Best Practice series. The series will call particular attention to positive examples of how offices have been realized in other countries and on different continents. Durst will specifically underscore the effects of social media, mobility and design on how people work now and what this means for the future of the workplace. This fast-paced discussion will cover global trends in workplace design, the cultural implications of an aging workforce and a look at six major trends which will change the future of work for the next generation.

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About International Interior Design Association

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 13,000 Members practicing worldwide in more than 50 countries. IIDA is committed to enhancing the quality of life through excellence in interior design and advancing interior design through knowledge, value and community. IIDA advocates for interior design excellence; nurtures a global interior design community; maintains high educational standards; and supports its Members and the Profession with visionary leadership. For more than 37 years, IIDA has helped reveal new Design talent through a variety of trade show involvement and Interior Design/Architecture competitions honoring national and international talent, including the Interior Design Competition, Global Excellence Awards and Hospitality Product Design Competition. www.iida.org.