IIDANNOUNCESENDOFADVOCACYWEBINARSERIES

October 6, 2011, Chicago, IL—The International Interior Design Association announced the end of the IIDA Webinar Series Use Your Voice: Advocacy 2011, a six-part webinar series that educated and inspired participants on the influencing public policy at the statehouse. Each 90-minute webinar was led by professionals in government affairs and communications that aimed to educate interior design in all areas of professional advocacy, particularly those who work to enact state regulation that provides licensing for Interior Designers. Allison Levy, JD, the Senior Director of Government and Regulatory Affairs for IIDA served as moderator for the webinars.

(quote from participant/speaker)

If you missed the webinars you can now purchase the series that includes audio and PowerPoint slides online in MP4 format for $400 for Members and $550 for non-members. Check out the list of topics and speakers and purchase an individual webinar for $75 for Members or $100 for non-members.

- **Building a Grassroots Network**—features Robert Hay, Jr, Manager, Public Policy at ASAE, who discusses the importance of strong support and ways to get members engaged as volunteers.
- **Earning Support at the Statehouse**—with Amy Showalter, The Showalter Group, Inc., who focuses on how to be a persuasive advocate and build trust in your state capital.
- **Getting Your Word Out: Communications and Message Strategies**—Renee Mariotti, 11th House Communications, leads the conversation on active communications and ways to assess and reach your audience.
- **State Lobbying Basics: What you need to know**—features Louis Giordano, Giordano Consulting Services, Inc. and Lobbyist for the Illinois Interior Design Coalition, reviews state laws and reporting requirements.
- **Combatting Issue Fatigue and Volunteer Burnout**—Amy Showalter, The Showalter Group, Inc. discusses how to keep volunteers motivated and engaged over time.
- **Lessons From the Field: Notes from Other Professions**—Ann Davis, PA-C, Senior Director for State Advocacy and Outreach, American Academy of Physician Assistants; Bill Brown, Deputy Director, American Massage Therapy Association. A panel discussion with other professions regarding their path to legal recognition – what their battles were, how they were overcome, and what the Interior Design profession can learn from their experiences.
About International Interior Design Association

The International Interior Design Association (IIDA) is a professional networking and educational association with more than 12,000 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 38 years, IIDA has helped reveal new Design talent through a variety of education initiatives and Interior Design/Architecture competitions honoring local talent, including the Interior Design Competition, Smart Environments Awards and Sustainable Leadership Awards. www.iida.org.