CHERYL DURST, CEO AND EXECUTIVE VICE PRESIDENT OF IIDA, TO SPEAK AT BUILD BOSTON

November 6, 2006, Chicago, IL – Cheryl Durst, Hon. IIDA, LEED AP, will moderate the session “Strategic Brand Thinking: Building Value and Profits” (B50) sponsored by ReBrand 100 at Build Boston on Wednesday, November 15 from 3:15-5:15 p.m. The presentation will focus on the necessity of understanding distinct brand positioning, and its importance in interior design and architectural practices. Ms. Durst will moderate a panel of principals from some of the nation's leading firms, including: John Bricker, Gensler; Howard Elkus, FAIA, RIBA, Elkus/Manfredi Architects; Eileen Jones, Perkins+Will/Eva Maddox Branded Environments; and Anaezi Modu, IIDA, Assoc. AIA, ReBrand.

In our competitive global economy, the brand is king. As a result, clients are retaining professionals who demonstrate an understanding of their distinct brand position and their strategic business objectives. This requirement for strategic brand thinking is affecting the structure of architectural and interior design practices. In order to maintain relevance and sustain profits, firms must adapt their offerings to provide an integrated, non-traditional menu of services. Principals of some of the country's leading firms describe their successes and the challenges of devising effective client solutions based on sound, market-responsive thinking. Take another look at your own firm (large, small, or in-house) and explore the opportunities that this shift toward integrated brand strategy provides.

Register for the program at www.buildboston.com.

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