SPEAKER ADDED TO IIDA ASSOCIATION FORUM AT NEOCON

May 31, 2006, Chicago, IL – The International Interior Design Association (IIDA) would like to announce a change in speaker for its Associated Forum: Talking Value to the C-Suite (NeoCon #AF17) Wednesday June 14th @ 9:30-10:30 am.

Noel Franus, Senior Design Strategist – Sun Corporate Brand, Sun Microsystems will replace Katie Parr, also of Sun Microsystems.  Mr. Franus directs Sun Microsystems’ Brand-Environment Practice. In his role he guides the information architecture for Sun’s digital experience. Additionally he focuses on the physical, real world experience for Sun’s guest-facing spaces creating environments which reinforce Sun’s value to its customers.

Talking Value to the C-Suite is an intermediate level course which discusses how the executive level of organizations (CEO’s, CFO’s, and VP’s - referred to as the C-Suite in business jargon) view the interior environment.  The speakers give designers tools to help them determine an organization’s overall goals so that they can design environments that speak to the values of these decision makers. They then discuss how to present, using the language of the C-Suite, to demonstrate a design’s value, thus preventing them from being “value engineered”.

David Meckley IIDA, the current Corporate Forum Advisor to IIDA’s Board of Directors and an Associate Senior Designer at Huntsman Architectural Group, monitors the program.  Also joining Mr. Franus and Mr. Meckley is Beth Davis IIDA, Vice President of Real Estate, Spencer Stuart. Previous to joining Spencer Stuart, Ms. Davis has over 15 years of experience as a Senior Designer / Project Manager for several proximate Interior Design firms.

Registration for this or IIDA’s other Association Forums: IIDA Forum Advisors Roundtable “Innovations & Issues” Monday, June 12, 9-10 a.m.; IIDA and Metropolis: What’s Different About 21st Century Interiors? Tuesday, June 13, 8 a.m.; and IIDA Solutions By Design: Resolving the Issues that Impact New & Existing Facilities Tuesday, June 13, 9-10 a.m. can be made online at https://www.martreg.com/reg/neoconseminar/.

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The International Interior Design Association (IIDA) works to enhance quality of life through excellence in interior design and to advance interior design through knowledge, value and community.

IIDA is a professional networking and educational association of 11,000 Members in eight specialty Forums and more than 30 Chapters around the world. Additional information is available on IIDA’s website www.iida.org.