IIDA ANNOUNCES ITS SCHEDULE OF EVENTS AT NEOCON EAST
OPPORTUNITIES FOR INDUSTRY LEADERS AT EVERY PHASE IN THEIR CAREER

October 3, 2003, Chicago, IL – The International Interior Design Association (IIDA) is proud to announce its lineup of educational and networking opportunities at NeoCon East, November 6-7, 2003.

Highlighting IIDA’s programming is the reintroduced Firm Roundtable 2003 (formally Large Firm Roundtable) Thursday, November 6, 2003. Baltimore-area principals will gather to discuss leadership issues in the interior design industry. Moderated by Cindy Allen, Editor in Chief, Interior Design Magazine, this high-profile think tank is being convened to discuss current topics facing design leaders and innovators and ways the International Interior Design Association can help them enhance the profession.

Participants will be encouraged to stay after the Roundtable to participate in IIDA’s Management Track at NeoCon East including the CEU presentation, "Size Does Matter: Managing Large-Scale Projects" by John Lijewski, FIIDA, IIDA's President-Elect and IIDA's Keynote Address by John Waters "Celebrating Creativity".

Other IIDA events at NeoCon East include:

- The last stop in IIDA’s 2003 Leader’s Breakfast Series, featuring keynote speaker Nicholas Graham, CEO of Joe Boxer, November 7, 7:30-10:30am at the Walters Art Museum.
- IIDA Region 8 Meeting, November 7.
- IIDA Mid-Atlantic Chapter Reception, November 7, 5-7pm.
- In the Spotlight: A&D Firms at Work, inspiring display boards showcasing original projects created by some of the region’s most esteemed architectural and interior design firms.

“We are excited to present this portfolio of educational and networking opportunities to Baltimore-area designers. IIDA works to enhance our Members’ professional opportunities through access to the highest caliber of continuing education to give them a competitive edge in the industry,” stated Cheryl Durst, Hon. IIDA, IIDA EVP/CEO.

Further information is available at www.iida.org or www.merchandisemart.com/neoconeast/.

###

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 10,000 Members in eight specialty Forums, nine Regions, and more than 30 Chapters around the world. Additional information is available on IIDA’s website www.iida.org.