FOR IMMEDIATE RELEASE
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IIDA Announces First Advocacy Symposium

CHICAGO — The International Interior Design Association (IIDA) proudly announces its first Advocacy Symposium in Austin, Texas, on Sept. 11 - 13, 2015. The IIDA Advocacy Symposium will help attendees develop a more definitive understanding of what advocacy means, how to apply practical skills and proven techniques to articulate the value and mission of interior design, and to energize and encourage advocates for the Interior Design profession.

Topics will include determining an optimal advocacy strategy; how advocacy can increase the public understanding of the value of design; how to energize and mobilize colleagues and constituents; the role of communications in advocacy; and an influential Texas lawmaker’s personal insights on the power of advocacy.

“The thought leaders in design working together at this symposium to define and refine our advocacy messaging as a cohesive professional body is vital to the success of our advocacy strategy and efforts,” said Executive Vice President and CEO Cheryl S. Durst, Hon. FIIDA, LEED AP. “IIDA is looking to the future of design and to the education of the public and political spheres about the impact that design has on business and productivity. At its core, advocacy for design is advocacy for the overall health, safety, and well-being of society as a whole.”

The IIDA Advocacy Symposium is an excellent opportunity to empower, educate, and engage interior design advocates in the most up-to-date and relevant strategies tailored to articulate and advance the professional practice of design. Register now.

For more information, visit www.iida.org or contact Emily Kluczynski, Director of Advocacy, Public Policy and Legislative Affairs, at ekluczynski@iida.org.

For more information about the Advocacy Symposium, please visit www.iida.org.

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About International Interior Design Association
The International Interior Design Association (IIDA) is the Commercial Interior Design Association with a global reach. We support design professionals, industry affiliates, educators, students, firms and their clients through our network of 15,000+ Members across 58 countries. We advocate for advancements in education, design excellence, legislation, leadership, accreditation, and community outreach to increase the value and understanding of Interior Design as a profession that enhances business value and positively impacts the health and well-being of people’s lives every day. www.iida.org