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NEWSRELEASE

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IIDA ANNOUNCES 15TH ANNUAL INDUSTRY ROUNDTABLE

Work: Who, Where and How: The Intersection of Culture, Workplace and Social Media

December 9, 2011, Chicago, IL — IIDA announces the **15th Annual Industry Roundtable**, bringing together Design industry leaders and some of the industry's foremost manufacturers, for a weekend symposium exploring current influences and tendencies encountered by the Design community. Themed, "**Work: Who, Where and How: The Intersection of Culture, Workplace, and Social Media**," the interactive event manifests January 6 – 8, 2012 at IIDA Headquarters in the Merchandise Mart in Chicago, Illinois.

This two-part discussion will focus on how the design community is using and accessing social media in the workplace, the way social media has changed the definition of 'work' and its potential to elevate a brand. The roundtable provides a valuable, hands-on opportunity for thought leaders to explore business enhancing topics such as the changing landscape of work and cultural climate; social media's impact on brands and evolving use and access of most popular sites; and client dynamics in the new world of online transparency and access.

IIDA Corporate Members participating in the Roundtable include Crossville, Haworth, Humanscale, Inscape, InterfaceFLOR, KI, Kimball Office, Mannington Commercial, Milliken, Mohawk Group and Teknion. The roundtable features insight from Design leaders at Conant Architects, Gensler, Gresham Smith & Partners, HOK, Hollander Design Group, Klawiter and Associates, NELSON, Silverman Trykowski Associates and The Smith Group.

A published white paper will provide a follow-up review encompassing conversations and knowledge nuggets that culminate from the discussion and a useful resource for those researching social media. The white paper will be available in February, 2012.

The annual roundtable event works to strengthen the manufacturer/practitioner relationship by offering strategic perspectives on the changing business practice for all involved in the profession of Interior Design. The program has become an invaluable session for manufacturers and a quality opportunity for designers to dialogue with their partners in the built environment. Facilitating the synergy between the Interior Design and manufacturing communities is considered an essential role of IIDA in enhancing the future of design, and will be conducted by IIDA Executive Vice President and CEO, Cheryl S. Durst, Hon. FIIDA.

For more information or to participate in a future thought leadership session, contact IIDA Headquarters Senior Vice President, Dennis Krause, Hon. IIDA, at 561-637-7566. The [2010 Industry Roundtable White Paper can be found here](#), and the [2011 Industry Roundtable White Paper can be found here](#).

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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 around the world, including the Interior Design Competition, Smart Environments Awards and Global Excellence Awards, among others. www.iida.org.