

# amplify

# ADVOCACY

## Amplify Workshop: Acquiesce Less, Educate More

**Beside Bardenay** | 612 W Grove St.  
Boise, ID 83702  
Friday, April 20, 2018  
11:00am-1:45pm

### Tickets:

Members \$10  
Non-Members \$25  
Students and Educators FREE

What interior designer hasn't heard something like this?

"You're an interior designer? Oh, that's so fun! I love decorating my house on the weekends."  
"Why would I hire a designer when an architect can do both jobs?"  
"If you need a project to practice on, I've got one for you!"

What is advocacy? What is interior design? What unique value do we bring to the table? Interior designers encounter misconceptions on a regular basis and even seasoned designers sometimes struggle to respond.

### IIDA's approach to advocacy is threefold: Talk, Engage and Recognize

At this workshop we'll focus on how we talk and engage. The focus will be on tools for every day, conversational advocacy through a combination of instruction and hands-on practice. Join us for lunch, elevator speeches and more at the Amplify Workshop to learn what it means to **Acquiesce Less, Educate More.**

Register here:  
<https://amplifyboise.eventbrite.com>

I | I D A  
INTERNATIONAL  
INTERIOR DESIGN  
ASSOCIATION

BOISE CITY CENTER



C A M B R I A



CONCENTRIC

### TITLE LEVEL PATRONS

Mohawk Group

### GOLD LEVEL PATRONS

Wilsonart

BENTLEY

Catalyst  
WORKPLACE ACTIVATION

commercial office interiors  
An InsideSource Company

Garrett  
Leather

JPC ARCHITECTS

WILLIS  
Representing Global Brands Across North America.

OPENSQUARE

workpointe  
spaces that work.

### SILVER LEVEL PATRONS

Allsteel Buffalo Design B+H Architects CallisonRTKL  
Haworth Herman Miller Knoll Lumicor MBI Seattle  
MG2 Milliken Mithun NBBJ Patcraft Pulp Studio  
Shaw Contract Tandus Centiva Western Office ZGF