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**Seminar & Event Schedule Winter 2023**



**Wednesday, January 18, 1:00pm-2:00pm PST**

**FIRST LOOK WEST - Winter 2023 Webinar**

**Julie Smith Vincenti, Nine Muses Media**

**Webinar**

Get ready, get set for Las Vegas Market with a pre-show program that brings the sourcing experience directly to you. Three macro-level trends — AMPLIFY, NUANCE and VENTURE — are teed up for Winter 2023; find out why these themes are useful guideposts for buyers and designers in the year ahead. Curator and editor Julie Smith Vincenti, Nine Muses Media, will lead this fast-paced overview of new product, noteworthy collections, and best-selling designs. (1 CEU) RSVP for webinar at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

**Sunday, January 29, 2023**

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**Sunday, January 29, 9:00am-10:00am**

**Improve your Business Culture**

**Vincent Mendez & Stacy Haflinger, ProtectAll by GBS Enterprises**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

Join the OWL Training University founders as they share insights on retail culture from over 10,000 retail training events and training experiences. Through first-hand accounts and professional Leadership advice, you will learn effective ways to overcome many of the challenges we face in today’s world of Retail. This session will help you to enhance your overall customer experience, reduce turnover and create a more positive work environment.

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**Sunday, January 29, 10:00am-11:30am**

**Attendee 101: Orientation & Tour**

**JD Whitehead, Buyer Services Team Lead - IMC**

**LVDC Seminar Room, Building A, A240**

Are you new to Las Vegas Market? Looking for some help navigating the buildings and where to find certain product categories? Join us for an overview of the Las Vegas Market, what to find- and where to find it, along with other helpful hints for a successful market experience. **J**D Whitehead, Buyer Services Team Lead for IMC, will lead this quick presentation and tour around the Market and will give you first hand exposure to key locations and best tips for making the most of your time onsite. RSVP to join us: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Sunday, January 29, 10:30am-12:00pm**

**Small Steps That Equal Massive Sales Increases**

**Rob Ball, HFA Sales Academy**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

Learn how to increase your sales by 30% in three simple steps! Increasing sales can be daunting, but it can be easy with the proper training and tools. In this workshop, you will learn how to increase your conversion percentage, average sale, and traffic in the door. With these three methods, you will be on your way to consistent growth each month. Top-performing stores are using this method and seeing huge wins. You could be next.

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**Sunday, January 29, 1:00pm-2:00pm**

**Real Estate Trends Influencing the Furniture Industry**

**Ben Haverty, Colliers Furniture Industry Real Estate Group**

**Building B, WorldView on Sixteen**

With over 35 years of industry experience, Ben Haverty, VP Colliers Furniture Industry Real Estate Group, will present comprehensive solutions for every stage of the furniture industry supply chain, ranging from retail showrooms to home delivery furniture warehouses and wholesale distribution centers. As Real Estate is critical for the furniture industry, in this presentation you will learn at least 6 trends that impact sales for furniture retailers and what the economic forecast looks to present for the upcoming year. (1 CEU) RSVP to join us: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Sunday, January 29, 1:00pm-2:00pm**

**Increasing Sales Productivity**

**David McMahon, PerformNOW Inc.**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

Would you like to implement a strategy that can increase sales beyond what you would have typically produced and, at the same time, improve your customer’s experience? This seminar will teach you how the sales productivity ratio affects your business. You will learn what innovative businesses are doing to use strategies around this to increase close rates and revenue per guest. Join this discussion, and you will take away some golden nuggets for your business.

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**Sunday, January 29, 2:00pm-3:00pm**

**Sherwin-Williams Colormix® Forecast 2023: TERRA (Solo en Español - Presented in Spanish Only)**

**Cintia Fragoso, Sherwin-Williams**

**In Partnership with Sherwin-Williams**

**LVDC Seminar Room, Building A, A240**

Las Vegas Market & Sherwin-Williams te invitan a una plática exclusiva con Cintia Fragoso, especialista de color de Sherwin-Williams, para la presentación de Colormix® Forecast 2023: Terra, presentado en español solo para este público. Los asistentes recibirán el folleto exclusivo Sherwin-Williams 2023 Colormix® Forecast. Esta presentación llevará al participante en un recorrido por la hermosa inspiración, los datos estadísticos y la investigación perceptiva que respalda el pronóstico para 2023 de las tendencias de color y diseño. (1 CEU) RSVP para unirse a nosotros: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

Las Vegas Market & Sherwin-Williams invite you to this exclusive presentation with Cintia Fragoso, Color Specialist with Sherwin-Williams, for the presentation of the 2023 Colormix® Forecast: Terra, presented in Spanish only for this market. Attendees will receive the exclusive Sherwin-Williams 2023 Colormix® Forecast brochure. This course will take the participant on a tour of the beautiful inspiration, factual statistics and perceptive research that support the 2023 forecast for color and design trends. (1 CEU) RSVP to join us: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Sunday, January 29, 2:30pm-3:30pm**

**Use Digital Marketing to Recession-Proof Your Business**

**Eric Grindley, Esquire Advertising**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

In the current economic climate, many businesses begin to ask themselves what they can do to ensure stability during the uncertain times ahead. Although there are many areas of the business that retailers must focus on, one key component is a well-manicured digital marketing strategy. This seminar aims to give retailers the tools to build an airtight digital defense.

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**Sunday, January 29, 4:00pm-5:00pm**

**Finding the Truth Through All The Chaos**

**Wendy Glaister, Kimberly Joi, Laura Muller and Lori Miller**

**In partnership with Interior Design Society**

**LVDC Seminar Room, Building A, A240**

In this Casual fireside chat, hear from powerful and successful businesswomen through their shared experiences on how they have stayed true to themselves while navigating design chaos. Learn from these industry leaders how to determine your leadership style; how to stay focused & disciplined; how to foster your inspirations for a more productive and successful outcome, and more. Joining this discussion will be Wendy Glaister, Founder and Principal of Wendy Glaister Interiors; Kimberly JOI McDonald, Founder, Owner & CEO of Designing JOI, LLC; Laura Muller, Principal, Creative Direct & Interior Designer for Four Point Design Build; and Lori Miller, owner of LGC Interior Design. In partnership with Interior Design Society. (1 CEU) RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Sunday, January 29, 4:00pm-5:00pm**

**Discover the Hidden Costs of Your Home Delivery Program**

**Jenni Kimpel, JB Hunt Final Mile**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

If you’ve been thinking about your current home delivery costs, building a home delivery plan, or outsourcing to a home delivery provider, there’s a lot more to consider than just the cost of the driver and the equipment needed to complete deliveries. Factors behind the scenes can add major dollars to your total cost. Build a delivery program that makes financial sense for your business and supports its goals. We’ll show you how!

**Sunday, January 29, 5:00pm-7:00pm**

**Market Kick-Off Party**

**Grand Plaza Courtyard**

Mix and Mingle in the Grand Plaza as we kick-off Winter Market and celebrate with music and complimentary drinks in the courtyard.

**Monday, January 30, 2023**

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**Monday, January 30, 9:00am-10:00am**

**Ways to Build Traffic and Sales**

**Jason Schlitz, Orbit Interactive**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

With hundreds of constantly changing digital products available, it's almost impossible to tell the difference between multiple products with similar names and which ones can drive convertible traffic! This session will pull back the curtain on several commonly used but often misunderstood products while demonstrating new and improved ways to use these tactics to drive online and in-store business.

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**Monday, January 30, 10:30am-11:30am**

**3 Effective Ways to Combat Slow Foot Traffic**

**Kaspar Fopp, Wondersign**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

Slow foot traffic affects your entire business. When your “top-of-funnel” shrinks, it impacts your bottom line. That is unless you focus on these three often-overlooked areas: The extensive time it takes to close a sale with your end-to-end sales process, your close rate, data collection, and the average ticket size. You will hear how other retailers beat slow foot traffic and get results!

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**Monday, January 30, 11:00am-12:00pm**

**Business of Design™: No More Negotiating**

**Kimberley Seldon, BOD™ Advocate-in-Chief**

**In partnership with Business of Design™ and IMC- Las Vegas Market**

**Building B, WorldView on Sixteen**

Business of Design™ and Kimberley Seldon present No more Negotiating (Stand Behind Your Contract). Own your authority, protect your value and satisfy your clients. Who has more experience running a design firm, you or your clients? You, of course. So why would you allow clients to dictate terms that have an immediate and sometimes unpleasant effect on you and your team? Learn how to set and maintain clear and firm boundaries when it comes to fees, margins, work order and process. In this one-hour session you’ll learn: where confidence really comes from; which rules should be non-negotiable; anticipate the most challenging project situations; how to stand firm in your rules; what a mature design business looks like; how to create rules that provide you with peace of mind, greater earnings and more freedom. Following the learning, Kimberley will answer live coaching questions for 30 minutes. (1 CEU) RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 11:45am-12:30pm**

**How to Train your Team for Add-On Sales**

**Dan Miller, Guardsman**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

With the economy in a recession, it's time to start looking for any opportunity. One way of doing this is by offering furniture protection plans as an add-on service - which will increase your sales and customer experience and give customers peace of mind that their investment needs are being met should anything happen once they buy from you! In this seminar, we will do a "mock" training for you and your sales team to gain advantages in selling furniture protection plans.



**Monday, January 30, 12:00pm-1:00pm**

**Lighting the Way with Alex Woogmaster - Lighting Highlights Tour**

**Alex Woogmaster, Woogmaster Studio**

**Meet in Lobby of Building A**

Need lighting resources? Discover new resources and learn about lighting innovations being featured at Las Vegas Market from Alex Woogmaster, founder of Woogmaster Studio, with focus on luxury hospitality and residential lighting. Alex will lead this tour through select showrooms and offer a new perspective on how best to use different styles of lights; which are most used in different types of interior & residential design, hospitality and retail projects; energy efficiency and much more. He will bring a new perspective on how to view lighting products that can take your project to the next level. (1 CEU) RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 1:00pm-2:00pm**

**3 Ways to Enhance the In-Store Buying Experience**

**Ryan Blumenthal, Clientbook**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

According to Businesswire, 71% of consumers spend more in-person than online, and 75% prefer an in-store experience. This session will share new ways furniture sales associates can create more meaningful in-store and beyond buying experiences. You’ll also learn Clienteling best practices which will help you build trust, create a more personalized experience at scale, and drive repeat business.



**Monday, January 30, 1:30pm-2:30pm**

**FIRST LOOK WEST - Winter 2023 - LIVE at Market!**

**Julie Smith Vincenti, Nine Muses Media**

**Building B, WorldView on Sixteen**

Smart sourcing at Las Vegas Market starts with FIRST LOOK. Join the program’s curator and editor, Julie Smith Vincenti, Nine Muses Media, for a fast-paced survey of new products and noteworthy trends you’ll spot at the Winter 2023 edition. Find out why this year’s FIRST LOOK themes — AMPLIFY, NUANCE and VENTURE — will resonate this season and beyond. Delight in an overview of top palettes, consumer habits, and patterns poised to perform. (1 CEU) RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 2:30pm-3:30pm**

**How to Create Personalized Content for eCommerce Marketing**

**Jeff Griffin, Nfinite**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

In e-commerce content marketing, most shoppers are not committed to a particular brand when they are at the top of the funnel. Online interactions play a fundamental role in influencing their ultimate purchase decision. However, shoppers can be overwhelmed by the abundance of alternatives and choices, often slowing their path to purchase. Today, we’ll discuss how enhancing and personalizing product visuals can help shoppers make better buying decisions.

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**Monday, January 30, 2:30pm-3:30pm**

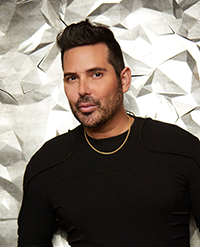
**Practical Tools for Success in Interior Design**

**Wendy Glaister, Kimberly Joi, Laura Muller and Lori Miller**

**In partnership with Interior Design Society**

**LVDC Seminar Room, Building A, A240**

Join IDS NATIONAL for a group session featuring mentoring, coaching and encouragement. As we learn and support one another by shared experiences. The session will also include tips for how seasoned interior designers have become a success in business. Leading this group discussion will be Wendy Glaister, Founder and Principal of Wendy Glaister Interiors; Kimberly JOI McDonald, Founder, Owner & CEO of Designing JOI, LLC; Laura Muller, Principal, Creative Direct & Interior Designer for Four Point Design Build; Lori Miller, owner of LGC Interior Design; and members of the IDS National Team. This session is limited and attendees must RSVP to reserve your space. In partnership with Interior Design Society. (1 CEU) RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 3:00pm-4:00pm**

**The Power of Podcasts – The Mics are Booming!**

**Breegan Jane, Justin Honaman, Josh Cooperman, Daniel Russo, Michelle Sherrier**

**Building B, WorldView on Sixteen**

As podcast listenership continues to grow, take the opportunity to unplug your headphones and hear your favorite creative podcasters in person. Join us for a behind the scenes discussion about podcasting fundamentals and meet the voices behind those mics. Our guest podcasters bring different values & audiences to the marketplace, offering a unique insider’s glance into this media and how it may help your business. Go from a weekly listener to an interactive audience member, and get the answers to your most burning questions. Discover the right mix of what makes a great podcast, tips to establish yourself as a stand out brand, and how a podcast amplifies your connections with customers. Joining the discussion will be *The ContenderCast Podcast* - Justin Honaman; *Convo By Design* - Josh Cooperman; *The Design Exchange* - Daniel Russo; *The Retail Whore Podcast* - Michelle Sherrier; and moderated by Breegan Jane, Los Angeles-based interior designer, author, philanthropist, hots of *HGTV’s Dream Home*, mom to two boys and former podcaster for *Mom Life, Yo.*

RSVP at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 3:00pm-5:00pm PDT**

**ASID Industry Partner Market Tour**

**Meet in Building A Lobby**

Join California Central/Nevada Chapter and other ASID Chapters at Winter Las Vegas Market. Visit ASID's valued "industry partner" showrooms! Check out the latest introductions, products and services -- tuned just for your business. ASID designer members, inquire about special offers. Enjoy hospitality while you connect with your industry peers! Meet, mingle and make new connections. End the tour at an Industry Partner's showroom for a toast to ASID. RSVP at [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Monday, January 30, 4:00pm-5:00pm**

**Digital Strategies to Implement in 2023**

**Jake Freedman, Dovr Media**

**Sponsored by Home Furnishings Association**

**Retailer Resource Center, Building B, B-1050**

The furniture industry is competitive. Hence, staying ahead of the curve and ensuring your marketing strategies are up-to-date. With Dovr’s expertise in the furniture industry, we will discuss what digital strategies are working to gain traffic and sales and what you should be implementing in 2023.

**Tuesday, January 31, 2023**

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**Tuesday, January 31, 10:00am-11:00am**

**Get Productive! Experience Less Stress, Have More Fun, And Get More Done!**

**Bob Negen, WhizBang! Retail Training**

**Building C, C1212**

Are you caught in an almost never-ending cycle of “spray and pray” – you put out a fire in your store and pray it doesn’t flare up again? Do you feel like you work harder and harder each year but never seem to get ahead? Has the pressure of running your business taken the joy out of owning it? If you answered “yes” then this program is for you! This program isn’t academic or generic. It's about personal productivity and time management for business owners. It was created by Bob Negen, an independent retailer just like you, to help you run a better business and have a better life! Join Bob--retail expert, author, speaker, business coach, and co-founder of WhizBang! Retail Training--for this productive and engaging presentation. (1 CEU) RSVP now to attend: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Tuesday, January 31, 11:00am-12:00pm**

**PANTONEVIEW 2023 Home & Interiors Upcoming Trends: “The Art of Living”**

**Leatrice Eiseman, Pantone Color Institute**

**Building B, WorldView on Sixteen**

As featured in the PANTONEVIEW color forecast, the theme titled “the Art of living” offers inspiration, clarity, and meaning to future color trends, providing direction on design and color palettes. This report clearly defines consumers' needs and motivations in a challenging time. Leatrice (Lee) Eiseman, Executive director of the Pantone Color Institute and the Eiseman Center for Color Information and Training, will be showing and explaining the appropriate harmonies and hues that will resonate for your clients or customers. (1 CEU) RSVP now to attend: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Tuesday, January 31, 12:00pm-1:00pm**

**Expedition Expo! With Danny & Kelli**

**Danny Seo & Kelli Lamb, *RUE Magazine***

**In partnership with *RUE Magazine***

**Tour will meet in The Expo**

Find out what has been discovered by tastemaker and author Danny Seo, publisher and co-principal of *Rue magazine* and editor-in-chief of *Naturally Danny Seo* and Kelli Lamb, *Rue Magazine’s* Editorial Director, on this tour through The Expo. Danny & Kelli will show you their favorite products and international vendors on this intimate guided tour. Their expertise of what’s best in design, housewares, home decor, gift and lifestyle products lay the foundation of what will certainly be a wonderful adventure through The Expo. Those along on the tour will also receive a complimentary copy of Kelli’s new book: *Home with Rue: Style for Everyone.* Kelli will be signing the books following the tour. Register to attend at [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Tuesday, January 31, 1:00pm-2:00pm**

**Take your Photoshoots to The Next Level in 2023**

**Stephen Karlisch and Daniel Joseph Chenin, AIA, NCARB, LEED AP BD+C**

**Building B, WorldView on Sixteen**

Good photography is more important than ever! Every retailer & designer wants the best pictures of their products & work. Join acclaimed interiors photographer Stephen Karlisch, and Daniel Joseph Chenin, AIA, NCARB, LEED AP BD+C, principal of Daniel Joseph Chenin Ltd., as they discuss new ways to shoot your projects and products. They will discuss new trends in photography, video, books and how to leverage it all through your brand and media outlets. (1 CEU) RSVP now to attend: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

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**Tuesday, January 31, 2:00pm-3:00pm**

**How To Be The Store Of Choice In A World Of Infinite Possibilities**

**Bob Negen, WhizBang! Retail Training**

**Building C, C1212**

The pandemic has accelerated change in retail, but particularly for small to mid-sized independent retail. Pre-pandemic, the store was the focus of the brand, and driving in-store traffic was the main goal of most marketing. Now, and in the post-pandemic future, consumers expect many ways to shop, interact, and buy from a brand. This talk is an exploration of this trend and how to get on the front (and profitable) side of this trend. Bob Negen--retail expert, author, speaker, business coach, and co-founder of WhizBang! Retail Training--will be sharing insights and strategies for action during this informative presentation. (1 CEU) RSVP now to attend: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

**Wednesday, February 1, 2023**

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**Wednesday, February 1, 10:00am-3:00pm**

**ASID’s Student Reception & Tour**

**Tour of Market**

**Building B, World Forum on Sixteen**

**At Market Event - RSVP Required**

Students are Invited to Discover what Las Vegas Market is all about! Students are invited to join us to meet our ASID Industry Partners and learn about their trade programs. Join us at Las Vegas Winter Market to learn the Ins and Outs of attending the biggest Furniture Show in the West! There will be refreshments & snacks, an 'Intro to Market' provided by the Las Vegas Design Center, and an informational session on 'What Designers Need to Know to Make the Most of Market' and a personal guided tour of Las Vegas Winter Market, led by Jamie Stringham, ASID. Meet inside the Expo Center at Registration to pick up your badges - no later than 10:00 AM, Professional Designers are also invited to participate. Limited spots, RSVP is required by January 13th. Find our more at: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

Direct link:

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**Wednesday, February 1, 11:00am-12:00pm**

**Insider Photography Tips - Making the Most of Your Marketing & Money**

**Stephen Karlisch**

**LVDC Seminar Room, Building A, A240**

Good photography is more important than ever! Every retailer & designer wants the best pictures of their products & work. Join photographer Stephen Karlisch as he discusses how to craft a great photoshoot, pre-planning and styling tips, lighting, and money-saving ideas. It’s not just about the shoot, learn what to know for after the shoot, usage rights and legal ownership, social media etiquette and why great photography is so important for your marketing and social media! A question and answer segment will follow. (1 CEU) RSVP now to attend: [LVMKT.com/events](https://www.lasvegasmarket.com/plan/event-seminar-landing)

**Daily Events:**

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**Buyer's Morning Grab & Go Breakfast**

**Sunday – Wednesday, 9:00am-10:00am**

**Courtyard**

Start your day off right with coffee, fresh fruit and more, compliments of Las Vegas Market. Available Sunday through Wednesday in the Courtyard.

**Happy Hour in the Expo**

**Sunday - Tuesday, 4:00pm-6:00pm**

**The Expo**

Join us for beer & wine while you shop the Gift & Home Temporaries, located in the Expo at WMCLV.

**Entertainment & Afternoon Bars**

**Sunday - Wednesday, 4:00pm-6:00pm**

**Throughout Buildings A, B & C**

Enjoy music, beer & wine on in various locations throughout buildings A, B & C. Sunday: A2, A3, A5, A9, B3, B6, C3, C5, C7, C9; Monday: A4, A7, A10, B5, B7, C4, C6; Tuesday: A2, A3, A6, A8, B6, C3, C5, C8, C10.

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**Happy Hour & Music in the Courtyard**

**Monday - Wednesday, 5:00pm-7:00pm**

**Courtyard**

Join us for beer, wine and music while you network with your peers in the Courtyard.