



HIGH POINT MARKET AUTHORITY

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FOR IMMEDIATE RELEASE

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High Point Market Authority Announces Designer Master Class for Spring Market

- Master Class Will Offer .4 CEUs-

High Point, NC, February 11, 2014 – The High Point Market Authority is pleased to announce that on Wednesday, April 9th during Spring Market (April 5-10, 2014), in association with the American Society of Interior Designers (ASID), a Designer Master Class will take place from 10:00am till 3:00 pm in the High Point Theatre, at the Transportation Terminal.

The Master Class (IDCEC approved) will offer .4 continuing education units (CEUs) to those who attend this four hour class, with a one hour break for lunch, which will be provided. Lloyd Princeton, principal of Design Management Company (DMC) of Los Angeles, New York and London, will be on hand to lead the class members through his best presentations. The program will provide attendees with all of the necessary tools to grow a business including marketing (attracting desired clients), pricing (how to charge them once found) and selling (the psychology of the buyer's mind).

Designers attending Spring Market are encouraged to attend Lloyd's Master Class where in four hours they will benefit from his expertise and experience and leave with actionable ideas that they can use right away! He's an expert at negotiations and motivation and thousands of professionals have used his insights to increase their profitability and enjoyment of the profession.

Interested parties are encouraged to RSVP directly to DMC at <http://dmcnyc.com/masters-class-registration/> to sign up for Lloyd Princeton's Spring 2014 High Point Market, April 9th Master Class.

About the High Point Market Authority

The High Point Market Authority, www.highpointmarket.org, is the official sponsor and organizer of the High Point Market in High Point, N.C. Featuring an extensive selection of exhibitors spanning every category, style, and price point, and attracting tens of thousands of visitors from more than 100 countries twice each year, the High Point Market is the driving force of the home furnishings industry. Find the High Point Market anywhere online, and follow on Twitter using the hashtag #hpmkt.

About the American Society of Interior Designers

The American Society of Interior Designers (ASID) is a community of people—designers, industry representatives, educators and students—committed to interior design. Through education, knowledge sharing, advocacy, community building and outreach, the Society strives to advance the interior design profession and, in the process, to demonstrate and celebrate the power of design to positively change people's lives. Its more than 28,000 members engage in a variety of professional programs and activities through a network of 48 chapters throughout the United States and Canada. Learn more at www.asid.org.



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About Design Management Company

Design Management Company, founded in 1999, serves designers from offices in New York, Los Angeles and London, handling recruiting, contract negotiations, marketing, and expert witness work.

