

For Interior Designers and Decorators

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BOD

2011
BOD
conference
.com

8th Annual Business of Design Conference

September 1-2, 2011 New York City

With optional events on August 31, 2011

Designing Happiness

- World-renowned speakers
- Leading edge technologies
- Innovative strategies
- Sharing of best practices
- High-level networking
- A focus on your bottom line
- Events, activities, tours...and
- **...New York City!**

Attendees enjoying previous BOD Conferences



Learn More and Register Today at
www.bodconference.com



David Shepherd

Founder of the BoD Conference
University of Texas lecturer
Author of the best-selling "8 Steps"

The nation's top interior design strategist will be your emcee and constant facilitator to reinforce lessons learned.



Jennifer Aaker

Stanford professor of time, money and happiness
Best-Selling author
New York Times, Wall Street Journal contributor

Dr. Aaker will help you discover what truly makes you happy (business and life) and how that changes over time.



Stefan Sagmeister

Two time Emmy winner
TED conference speaker
International design celebrity

Let Stefan take you to the edge of your design comfort zone and possibly even beyond.



Rita Gunther McGrath

Columbia professor of strategy
Author of the best-selling *Market Busters*
Entrepreneur

If happiness is new clients and new ways of thinking about your business, you're in for a treat with this high-powered workshop segment.



Maureen Langan

HBO and Joy Behar Show comedienne
Interviewer of Howard Stern
More than a little irreverent

It's hard to enjoy each and every day if you're taking your work--and yourself--too seriously. Trust us, Maureen can help you with that!



Russell Fleury

BoD favorite
Design Performance Coach
Masterful Workshop Leader

Russell will help you uncover--and get rid of--the things that are holding you back.



"The first BoD Conference was like divine intervention. Seven years and 15 new employees later, I'm still attending."

Debbie Baxter
Baxter Design Group



Whitney P. Hopkins

Product Design Engineer (and biologist)
Featured in Fast Company
Fan of checklists...and chain saws

Learn how innovative, biologically aware design can honor people and planets.



Private Tour
Behind-the-scenes tour. See www.bodconference.com for details on weekly contests.



Adam Japko
Social media leader



Steven Nobel
Expert on getting affluent clients



Lance Haeberle
Leading the cloud computing revolution



Julia Molloy
An efficiency master



Alex Oliver
Using Sketchup for results and strategy



Free Trip to Spain!
Enter the Silestone Contest and you may win national PR and a trip to Spain. Details at www.bodconference.com

Check our website for new additions. Confirmed speakers subject to change without notice.



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Thanks to Our
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*"I turned to my colleague and said,
Now that was just worth the price
of the entire conference!"*
--Marlene Oliphant

What is Happiness?

Aristotle said happiness is simply doing what one does best as best one can. Our founding fathers, on the other hand, thought it was something well worth dying for.

Happiness is not about frolic or the absence of difficult times. It is about how we handle and recover from those times.

Happiness can be a feeling, but also a system or process that works. It can be the known or the unknown. The familiar or the frighteningly new.

Happiness can be all that you have ever wanted to be.

Happy.

"It just blew us away. I could see the whole room being motivated!"

--Kelly Schellert

"I want to know how. I want a step-by-step roadmap. That's what David Shepherd's BodCon provides."

--Corinne Brown

Register Early for Big Savings
and Unique Opportunities



SHIFT

Attention sole practitioners and small firms! Be sure and add the SHIFT skills workshop to your agenda. You will learn how to thrive in the new economy while making more money, working with ideal clients, and loving your work all over again! See www.bodconference.com and click on SHIFT for more details.

LEO - Affluent Marketing

If you have a demonstrated track record of working with the ultra affluent, the Luxury Experience Option (LEO) track may be for you. Visit www.bodconference.com and click on LEO for more details and an application.

And More...

Last minute dinners, receptions, tours, and networking events are often added so please check in frequently at www.bodconference.com. Once you are registered we will notify you via email.



Learn More and Register Today at

www.bodconference.com

Notice: This event sells out months in advance.



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