

EVENT PREVIEW



LUXURY HOME DESIGN SUMMIT

May 19-21, 2019

Chatham Bars Inn Resort & Spa
Chatham, MA

Featured Speakers:

Suzanne Kasler
Timothy Corrigan
Andrew Davis
Steve Miller
Alexa Hampton



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is Nearly
Sold-Out!*



Eric Roth



PRODUCED BY:



ESTEEM MEDIA

PRESENTED BY:

New England
HOME



ABOUT THE CONFERENCE

The Luxury Home Design Summit is programmed to help design professionals embrace their own strategic imperatives for creating sustainable business models. Facing external factors such as economic cycles, consumer market shifts or digital disruption, as well as internal challenges like start-up phases, growth spurts, leadership, family legacy, funding, sourcing or key staff changes requires more than just design talent.

Presented by *New England Home* magazine and in partnership with Esteem Media, the focus of this event is to help the professional design community see both today's and tomorrow's inflection points while providing context for navigating them successfully. While many other design events are produced to help attendees optimize current business systems, continue design education, and hear design icons recant their journeys, the Luxury Home Design Summit is a serious education and networking forum for owners and leaders of professional design businesses hoping to build lasting enterprises with considerable value.

Who Should Attend:

Attendees will be principals and leaders representing the following areas:

- Architecture
- Interior Design
- Landscape Architecture
- Building/Contracting
- Showrooms, Retailers, and Suppliers serving the luxury New England design market
- National luxury design brands aspiring to build relationships in New England design community
- Traditional media, bloggers, digital marketplaces, and PR
- Design Centers

Event Organizers:



New England Home, www.nehomemag.com, is dedicated to showcasing the unique architecture, design, and building that defines the luxury home in New England. From urban lofts to mountain retreats, from oceanfront compounds to suburban estates, New England Home celebrates the very best of living in New England.

New England Home defines superior home design and custom building in New England. We present the region's finest work and resources to educate and inspire our affluent readers and promote local talent. By building relationships among industry professionals and connecting them with a highly qualified audience of potential future clients, we also help assure growth and success of the field.



ESTEEM MEDIA

Esteem Media, www.esteemmedia.com, is home to leading national and local media brands in the luxury home design, gardening, and fine wine communities; focused on connecting professionals and consumers around their passions and businesses. Atlanta Homes & Lifestyles, Design Influencers Conference, WineZag, and New England Home leverage events, print media, social media, blogs, and digital marketing...but overall, community connection as the catalyst for their constituents' commercial success.



The Event Organizing Team also produces **The Design Influencers Conference** which is now entering its tenth year! The Design Influencers Conference typically attracts more than 400 participants each year. It is the premier conference and experience for design influencers, interior design professionals, and brands who are actively using or interested in learning about social media, content, and digital marketing in the interior design industry. Past speakers have included Nate Berkus, Miles Redd, Jamie Drake, India Hicks, Bunny Williams, Cynthia Rowley, Lord Spencer, Candice Olson, Martyn Lawrence-Bullard, Jeffrey Alan Marks, and Alexa Hampton to name a few.

AGENDA—LUXURY HOME DESIGN SUMMIT

SUNDAY, MAY 19, 2019

12:00PM - 7:00PM *Registration*

REGISTRATION SPONSOR: TMS ARCHITECTS

2:00PM-3:00PM *Champagne Conference Kick-Off*

CHAMPAGNE SPONSOR: SPLASH

3:00PM-4:00PM *Opening Keynote:*



Timothy Corrigan

Internationally Celebrated Interior Designer, Entrepreneur, and Tastemaker

What happens when a global advertising icon shifts careers and ends up a leading Design Tastemaker? Prior to forming his design firm in 1998, Timothy Corrigan capped a successful career in advertising by heading up one of the largest advertising agencies in the world, Saatchi & Saatchi's Bates' Worldwide international operations. Timothy has impeccable style and taste, and his business boomed, aided by a quick mind, French Chateaux, and a nimble media and content program. Timothy will take us through his career and how he used different content forms and marketing tactics to become one of the best-known names in design.

TIMOTHY CORRIGAN KEYNOTE SPONSOR: FBN CONSTRUCTION

4:00PM-5:00PM *CLAIM YOUR FAME:*

How to Turn Passion and Personality into a Booming Business



Andrew Davis

Best-selling Author and Internationally Acclaimed Keynote Speaker

In today's online universe everyone has an audience. Overnight, a YouTuber with a loyal fan base can drive revenue for any gadget they touch. Even e-mail subscribers can be inspired to buy something from their favorite e-mail newsletter. As digital publishers we can embrace the power of a loyal subscriber base to drive new revenue in new ways.

In this 60-minute session, best-selling author and former television producer, Andrew Davis will show you how to use five simple secrets he learned in the television business

to foster talent that drives demand for almost any product in the universe. The secret to your success in the future will be people-powered.

Andrew Davis is a best-selling author and internationally acclaimed keynote speaker. Recognized as one of the industry's "Jaw-Dropping Marketing Speakers," Andrew is a mainstay on global marketing influencer lists. Wherever he goes, Andrew Davis puts his infectious enthusiasm and magnetic speaking style to good use teaching business leaders how to grow their businesses, transform their cities, and leave their legacy.

Some of Andrew's accolades include:

-One of the Top 25 Jaw-dropping Marketing Speakers You Must See

(Along with Gary Vaynerchuck, Seth Godin & Rohit Bhargava)

-Top 20 on Meetings & Conventions Magazine's List of Favorite Speakers- (Right after President Bill Clinton and Anderson Cooper.)

ANDREW DAVIS' FEATURED TALK SPONSOR: PATRICK AHEARN ARCHITECT

5:00PM-6:30PM *Welcome Reception at the Chatham Bars Inn Resort*

WELCOME RECEPTION SPONSOR: HERRICK & WHITE

MONDAY, MAY 20, 2019

8:00AM-6:00PM *Registration*

REGISTRATION SPONSOR: TMS ARCHITECTS

8:00AM-9:00AM *Breakfast at the Chatham Bars Inn Resort*

9:00AM-9:15AM *Welcome and Introduction*



Kathy Bush-Dutton

Publisher, *New England Home*, and Co-Founder, Luxury Home Design Summit

9:15AM-10:00AM *Keynote: Creating an Uncopyable Advantage*



Steve Miller

Renowned Consultant and Speaker on Marketing and Branding Author, *Uncopyable*

AGENDA—LUXURY HOME DESIGN SUMMIT (continued)

All businesses need to separate themselves from their competition. Organizations have historically relied on three primary components: product, service, and price. Today, products and services have become commoditized, and being “better” isn’t good enough. Being Uncopyable requires a new, fourth, component: attachment. Attachment strategies include Uncopyable branding, experience, and innovation.

10:00AM-11:00AM *Rethinking Luxury Design Marketing: The Media - Part 1*



Moderator: Beth Dempsey
President and Founder
Images and Details, Inc



Stacy Kunstel
Stylist, Editor, Writer, and Producer



Keith Pollock
Senior Executive Director of Digital,
Architectural Digest



Clinton Smith
Award-Winning Journalist, Luxury Design and Lifestyles,
and Former Editor-in-Chief, *Veranda*

2018 was the year Design Media experienced the most tangible culmination of innovation and challenge that has brewed since the industry’s recovery in 2012. Venerable national media faced head on challenges from digital upstarts, new media formats, and a legacy national operating model configured around an industry driven by local commerce. Hear from media veterans and pundits on how it has all coalesced and what the media landscape might look like in the near future.

11:00AM-11:30AM *Networking and Refreshment Break*

NETWORKING BREAK SPONSOR: CUMAR

11:30AM - 12:30PM *Rethinking Luxury Design Marketing: Marketing Solutions for Design Professionals- Part 2*



Moderator: Stacy Kunstel
Stylist, Editor, Writer, and Producer



Michael Boodro
Chairman, Editorial and
Strategic Initiatives, Dering Hall



Adam Japko
CEO, Esteem Media, Founder, Design
Influencers Conference, and Co-Founder, Luxury
Home Design Summit



Nick May
Founder and Podcaster,
The Chaise Lounge

Driven by media developments and changing consumer habits/demographics, design professionals are reinventing traditional branding and transactional marketing tactics. From podcast, influencer, social media, and digital marketing strategies, design professionals have grabbed the opportunities in front of them to increase their own fair share of their markets. Hear from leaders in this marketing revolution and build a new edge in your own marketing activities.

12:30PM-1:00PM *NextGen Family Business Leadership in a Transitional World*



George Matouk, Jr.
CEO, John Matouk & Co.

AGENDA—LUXURY HOME DESIGN SUMMIT (continued)

Private design businesses with years of successful histories, whether or not family owned, face all the same inflection points that larger private and publicly owned companies regularly grapple with. Managing through market downturns, style shifts, product redevelopment, capital investment, acquisitions, divestiture, and more can be intimidating. Without experienced boards and expensive advisors, decision making during these phases can weigh heavy on operators. Hear from George Matouk, Jr., who now operates a luxury textile company founded by his grandfather in 1929, about how he took advantage of pivotal moments and is now leading a third-generation family business to a healthy and sustainable future.

1:00PM-2:30PM *Lunch at the Beach House Grill- Chatham Bars Inn Resort*

LUNCH SPONSOR: TASTE ARTFUL INTERIORS & DESIGN

2:30PM-3:15PM *How To Live Tomorrow*



Sophie Donelson
Author and Design Editor

Homeowners are just beginning to understand the power of the house to elevate their quality of life, family time, and sense of wellbeing. The new paradigm of desirable home building, renovation, and decoration will be driven by experience, not solely the aesthetic. Design expert, author, and longtime shelter mag editor Sophie Donelson presents a survey of the ideas driving the home of tomorrow including the key distinctions between marketing home design to Boomers and Millennials, how the quest for wellness can be answered in kitchens, bedrooms and mudrooms, and the three rooms and spaces that'll be standard in 2025 that aren't yet in today's blueprints.

3:15PM-4:00PM *Insights on the Housing Industry: Luxury Building, Remodeling & Design*



Liza Hausman
Vice President, Industry Marketing, Houzz

Liza Hausman, Vice President, Industry Marketing, will share what Houzz has learned about the major forces shaping consumer behavior and design attitudes when it comes

to custom home building and interior design, and the luxury market in particular. Ms. Hausman will share a unique perspective honed from from Houzz data, including original qualitative and quantitative research.

4:00PM-4:45PM *Round Table/Learning Lab with Steve Miller*



Steve Miller
Renowned consultant and speaker on marketing and branding, Author, *Uncopyable*

Now that you've heard his philosophy of being Uncopyable, here's your chance to go deeper. Steve will share the three methods for implementing Stealing Genius, plus answer your questions about how you can transform your business into a Category of One!

5:00PM-6:30PM *Networking Reception at the Beach House Grill at Chatham Bars Inn Resort*

NETWORKING RECEPTION SPONSOR: KEVIN CRADOCK BUILDERS

TUESDAY, MAY 21, 2019

8:00AM-4:00PM *Registration*

REGISTRATION SPONSOR: TMS ARCHITECTS

8:00AM-9:00AM *Breakfast at the Chatham Bars Inn Resort*

9:00AM-10:00AM *Keynote:*



Alexa Hampton
Renowned Interior Designer and Author, and Principal, Mark Hampton

10:00AM-10:45AM *The Secret Sauce- Creating a Showroom Environment that Spells Success with the Affluent Customer*

AGENDA—LUXURY HOME DESIGN SUMMIT (continued)



Sean Clarke

President, Clarke – New England’s Official Sub-Zero, Wolf, and Cove Showroom and Test Kitchen

In 2017, Sean was named one of the “Top 50 Innovators” in the kitchen and bath industry by *Kitchen & Bath Design News*. Sean Clarke’s company is known as a trailblazer in marketing to the affluent consumer. In this exciting presentation, he will share key lessons learned through more than 25 years of creating and evolving the experiential showroom environment that continuously inspires consumers to fall in love with Clarke’s luxury brands.

In this original talk, audience members will learn:

- Details of proprietary Clarke consumer research, conducted in 2018, that unlocks what affluent consumers value most in a showroom setting.
- How to engage upscale homeowners with sensual and tactile experiences.
- Valuable lessons learned about accomplishing more with less square footage.

Sean will dedicate 30 minutes to an entertaining and informative “show and tell” that not only explains Clarke’s “secret sauce,” but also shows images of the environments they have designed to inspire the most discerning homeowners. He will also share information about how Clarke’s meticulously trained team guides affluent consumers to select Clarke products and add on items that they never anticipated buying. Following the presentation, Clarke will offer a 15-minute Q&A session.

10:45AM-11:15AM *Networking and Refreshment Break*

11:15AM-12:00PM *Primary Design for Second Homes: Exploring the Similarities and Differences in Designing Second Homes for a Discerning and Sophisticated Market*



Suzanne Kasler

Preeminent Designer and Principal, Suzanne Kasler, Inc



Jeffrey Dungan

Architect



Moderator: Suzanna Cullen Hamilton

President ART SMART Strategies, LLC.

Luxury-market second homes have become paramount in the design industry wherein many clients are requesting the same level of architectural and interior design services for their second homes. Abundant areas for entertaining and accommodating guests are as important as refined home offices so that both owners and guests can be ensured of extended stays. Whether designing homes for the coast, mountains, or urban pied-a-terre’s, clients expect the same level of quality, beauty, and functionality in their second homes as found in their primary homes. Designers are challenged with meeting all of the needs of their clients while also creating homes that speak to the vernacular of the area and are sensitive to the environment, climate, and culture of the place.

SUZANNE KASLER AND SESSION SPONSOR: JW CONSTRUCTION

12:00PM-12:45PM *Rebecca Vizard: Passion to Purpose*



Rebecca Vizard

Principal, B.Viz Boutique

Design pros generally do not launch themselves into the profession because they aspire to build a large business entity and globally recognized brand. It could be passion, serendipity, or even a way to travel around the world looking and look at pretty objects and patterns. But as these businesses find success, navigating cash flows, normal business challenges, and sustainable growth rates are a few of the numerous inflection points that define longer-term success. Hear Becky Vizard share her story and how she moved through key stages of her business to become one of the most recognized brands in her corner of the global design industry and see how her brand and market niche slowly unfolded for her to embrace.

1:00PM-2:30PM *Lunch at the Beach House Grill at Chatham Bars Inn Resort*

AGENDA—LUXURY HOME DESIGN SUMMIT (continued)

2:30PM-3:15PM *New England Powerhouse Panel*



Moderator: Kyle Hoepner
Editor in Chief *New England Home*



Stephanie Horowitz
Architect and Managing Director,
ZeroEnergy Design



Mark Doughty
President, Thoughtforms

Prominence and lasting success as an iconic design professional in the talent-rich New England landscape is a significant achievement. These panelists have risen to the top relying on their talents, but have also been successful navigating through key inflection points in their businesses. Facing external factors including economic and market shifts as well as internal challenges like start-up phases, growth spurts, shifts in leadership philosophy, and key staff changes requires more than just design talent. Kyle Hoepner will lead these panelists through a discussion that reveals behind the scenes moments that defined their success.

3:15PM-4:00PM *Session 12*
Topic and speaker to be announced shortly

4:00PM *Closing Remarks and Conference Adjourns*

Register Now- Seating is Limited. Hotel room block is nearly sold-out!
Learn more at luxuryhomedesignsummit.com



Venue :

Chatham Bars Inn Resort & Spa is one of the most quintessential Cape Cod experiences and luxury destinations—a distinction earned in no small part due to the \$100 million renovation undertaken in 2006. Since then, the Inn has won numerous awards and is often named as the best and most luxurious hotel on Cape Cod.

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