

Lightapalooza 2023 Lighting Education, Manufacturer Training, Expert Panel Discussion Menu

Session Type	Course #	Title	Presenter / Moderator	Description
Lighting Education Session	L101	The Right Light	David Warfel	<p><i>Catch a streamlined approach to the basic building blocks of better lighting.</i></p> <p>Lighting is a highly technical field packed with confusing acronyms, deep scientific concepts, and enough boring terms to sap the enthusiasm of even the most excited lighting geeks...but it doesn't have to be. In this fast-paced fundamentals course, David will expertly guide you through the fog of acronyms like CBCP and IPRGC, demystify lighting basics, and explore how our eyes are awesome and our brains just mess it all up. In the end, you'll be better equipped to talk shop with builders, source the right product from manufacturers, and help your customers live better lives.</p> <p>Perfect for anyone new to the category, those looking for a refresher on the basics, or more experienced professionals looking to change the way they understand light.</p>
Lighting Education Session	L102	The Right Price	David Warfel	<p><i>Learn a second language of light to bypass the competition and deliver a better experience.</i></p> <p>The lighting industry today could be described as the proverbial dumpster fire- and that means there are plenty of ways of we can mess it up. But the chaos around us also presents an incredible opportunity to disrupt, improve, and capitalize on lighting while delivering a better experience for our customers. Join David for a walk through budget-bending case studies, frank discussions of key competitors, vendor lineup strategies, and proven sales strategies that can grow your business rapidly.</p> <p>Perfect for sales professionals, business leaders, and anyone involved in the selling or procuring of lighting fixtures.</p>
Lighting Education Session	L103	The Right Place	David Warfel	<p><i>Declaw the Seven Deadly Sins of lighting layout with design solutions that earn you sainthood.</i></p> <p>Selling a better downlight will only scratch the surface of the lighting category opportunity. To reach your potential, you'll need to put those lights in different places so they do different things...and wow your customers in the process. David will expand his popular Seven Deadly Sins approach to everything that is wrong with today's lighting plans and pair it with solutions that will differentiate your approach to lighting plans. No one can train you to be a lighting designer in two hours...but this session will get you started.</p> <p>Ideal for anyone who needs to look at lighting plans, point out the flaws, and suggest alternatives that, incidentally, will require more fixtures at higher price points.</p>
Lighting Education Session	L104	The Right Time	David Warfel	<p><i>Explore the looming death of the beloved dimmer and celebrate the future of controls.</i></p> <p>We all love dimmers...but once upon a time we all loved our landlines too. Every scientific and technological advance of the last twenty years is leading in one direction: the death of large panelized systems. Fortunately, there is no need to panic, as the future is well under control. David will take you through the cold hard logic of the dimmer's rise and fall and look outside of the integration industry for clues to where controls are headed. Along the way, you'll pick up new ways to talk about controls with your customers and even some ideas for setting the perfect scene in your projects.</p> <p>Perfect for anyone who still thinks panelized lighting has a future or those who want to look towards the future of lighting control, and those who want to gain new controls sales strategies.</p>
Lighting Education Session	L105	Plan Analysis and Layouts - Part 1	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>Constant analysis of plans and working on layouts may seem redundant, but think about how much time a professional baseball player spends in a batting cage...it's important to continue honing your craft and looking at things in different ways... we will work through a few rooms of a residential project but with different design styles to change the lighting approach within the same floor plan...</p> <p>Those that have attended Peter's courses in the past often take them again and again as their seems to always be something that you are either hearing for the "first" time or its value shines brighter.</p>
Lighting Education Session	L106	Plan Analysis and Layouts - Part 2	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>A continuation of Part 1</p>

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Lighting Category Marketing Education Session	L107	Light up your sales: get more jobs, get in early, get more dollars.	Ron Callis, One Firefly	In this 60-minute presentation, we will explore the key components of understanding and reaching your primary stakeholders with lighting solutions: current clients, trade partners, and luxury residential prospects. You will learn how to develop targeted marketing campaigns that drive business growth, including strategies such as web marketing, email marketing, search engine optimization (SEO), search engine marketing (SEM), and social media. By the end of this course, you will have a solid understanding of the buyer journey and be equipped with the tools you need to effectively market your lighting business and achieve your growth goals. So, if you're an integrator that wants to grow their lighting business, this course is for you!
Lighting Education Session	L108	A Look at Landscape Lighting - The Critical Elements to Understand	Jan Moyer	Landscape lighting is both an art and a science. This presentation introduces attendees to all the elements we need to consider for designing a landscape lighting system. Within many approaches, we always need to consider safety and security. Landscape lighting can produce both through an aesthetic design. There is always a fine line that disrupts the enjoyment of landscape lighting when glare, luminous cohesion, and, brightness balance are not considered. Jan will present the basics on both sides of the spectrum to give you the range of concerns landscape lighting needs to provide a successful night scene.
Lighting Education Session	L109	The Evolution of Architectural Lighting	Amer Maleh, Delta Light	This presentation will provide an overview of the origins of architectural lighting and the events that gave rise to the profession. We will cover the works and teachings of Richard Kelly, [a pioneer of architectural lighting that has influenced generations of lighting designers], look at the evolution of various lighting tools used to illuminate spaces, and evaluation of the latest trends and technologies shaping the future of the lighting industry.
Lighting Education Session	L110	Delving into the multitude of issues and techniques that comprise landscape lighting	Jan Moyer	Planning/Installing landscape lighting requires careful consideration of multiple elements that makeup any landscape. This presentation will look at techniques for plants, walkways/stairs, structures, sculpture, water features, the continual changes of garden evolution. Jan's goal in this presentation is to make attendees aware of all we need to consider when undertaking a landscape lighting project.
Lighting Education Session	L111	Lighting Design for Living & Kitchen Spaces	Peter Romaniello, IALD Presenting Live Via ZOOM	These are the most common rooms in any home and also the ones that clients care about the most. They can also be the ones where clients are willing to take a chance and have style that is more "edgy" than the rest of the house...we will dive into the important questions to ask, how to work with a kitchen designer, etc.
Lighting Education Session	L112	Fixture Comparison and Selection Part 1	Peter Romaniello, IALD Presenting Live Via ZOOM	There are so many choices when it comes to fixture selection, and your job is to select fixtures that will "work" with your layout/design. How do you compare fixtures appropriately? How do you defend your selections when being challenged by others on the project? This is especially important if you are selling fixtures...Most of what we will be focusing on will be recessed lights and linear LED fixtures...
Lighting Category Business Education Session	L113	New Category Means New Metrics	Matt Bernath, Vital	What are the key indicators to know about the lighting business and how do you optimize for profit and success? Established lighting dealers and business experts discuss the most important business metrics to watch as you add or grow your lighting division.
Lighting Education Session	L114	Fixture Comparison and Selection Part 2	Peter Romaniello, IALD Presenting Live Via ZOOM	Continuation of Part One...
Lighting Education Session	L115	Lighting Design Deliverables	Peter Romaniello, IALD Presenting Live Via ZOOM	What is the best way for you to communicate your design to the client and to the contractors? Is it the same for every project? Probably not...you need to have a variety of different levels of documentation based on what the project needs. Some take less time than others and that needs to be factored into your pricing...
Manufacturer Training Session	M101 AiSPIRE, A WAC Company	"Embracing Digital Lighting and Controls – Where to Begin"	TBA	" We'll provide an understanding and foundation of new technologies to ensure delivering success with digital lighting. In this course you'll learn WHY a collaborative lighting and control platform offers your clients a better experience, WHAT the basics are and HOW to efficiently deploy an integrated solution. This interactive session will provide a baseline for further learning"
Manufacturer Training Session	M102 Apex Technologies USA, LLC	Dynamic Lighting Explained	TBA	Learn how to create dynamic lighting experiences for your projects.
Manufacturer Training Session	M103 Coastal Source	Outdoor Lighting Fundamentals	TBA	If you're interested in Outdoor Lighting but don't know how to answer the questions "What fixture do I use to light this tree? How many do I use? Where do I put them? And how much will it cost?", this is for you. The presentation is an introduction on how to properly light an outdoor tree, shrub, path, or other object and establish an initial budget for the client. Who should take this class? Salespersons, project managers, designers, etc. that interface with clients.

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Manufacturer Training Session	M104 Colorbeam Lighting	The secrets to selling lighting fixtures in the luxury residential market Creating relationships with the Builder / Designer / Electrician / Integrator	TBA	<p>Presented by Dave Donald, Dir of Business Development at Colorbeam, Mike Teolis, President at Colorbeam, Tommy Passafiumi of Phoenix marketing and Andy Marcesse, Technical services manager at Colorbeam.</p> <p>In this 60 mins session + Q/A, learn how innovations in lighting are driving value for AV/low voltage integrators, designers, specifiers, and custom luxury home builders. It's no longer exclusively about the aesthetics of a fixture's trim, but what the light source can do. Tunability, Color, Control and Wellness applications are features and benefits that are driving better, healthier more sophisticated lighting solutions. We are truly enhancing the home environment.</p> <p>The adoption of Low Voltage lighting continues to gain momentum. CI integrators are quickly becoming the best suited resources to sell, install and commission these elements. Hear why being in first with Low Voltage controlled lighting will shut out the competition for the rest of the low voltage technologies you already provide.</p> <p>As lighting continues to evolve into a technology-based solution, Colorbeam Low Voltage technology is changing the lighting industry landscape and is offering CI integrators a unique and very profitable business opportunity.</p> <p>SEE HOW IT ALL COMES TOGETHER This session will also include a review of the Colorbeam sales/design process and a live assembly and integration of a solution ready for deployment. A solution designed, engineered and manufactured by integrators for integrators.</p> <p>If you're going to control it, you may as well sell and install it!!</p>
Manufacturer Training Session	M105 Control4	Effectively Selling Linear Lighting: Helping your customers prioritize linear lighting in their new home	TBA	Learn how to build your team's confidence in selling lighting by effectively communicating the benefits of lighting design and optimized lighting control. Learn how to optimize your business practices and processes to profitably deliver excellent lighting and lighting control to every customer.
Manufacturer Training Session	M106 Control4	Integrating lighting into today's Smart Living	TBA	Lighting control is an important part of a Smart Home's foundation. It simplifies beautiful lighting experiences and provides additional opportunities to integrate other connected devices to create added comfort, convenience and security to any Smart Home. Learn about many valuable use cases you can implement for your customers with integrated lighting control.
Manufacturer Training Session	M107 Crestron Electronics	Perfecting light is a marriage of fixtures, control, shades and even new laws!! So how do you beat the complexity and win with lighting?	TBA	<p>Lighting is the leading reason many customers look to make their home "professionally" smart. However lighting design is complex, covers multiple solutions and requires expertise to perfect. Throw "tunable lighting" into the mix and major new shade regulations set to go into effect, and the challenge is even greater. <u>So how do you win with lighting with all this complexity?</u></p> <p>Whether it's light fixtures, lighting control, or motorized shading, understanding how every part of the solution is integrated and perfected is key to winning with light. In this session we'll cover:</p> <p>*Crestron's brand new Light fixtures, and how via seamless integration with the Crestron Home OS, tunable LED lighting can be simple for you every step of the way (including configuration & ordering)</p> <p>*Without perfecting the balance of light fixtures and shading, human centric lighting is extremely difficult to accomplish, we'll examine the latest developments in lighting including daylighting studies and how they impact interior lighting design for human centric lighting.</p> <p>*In light of the numerous regulations forbidding the sale of specific shade materials and hardware, we'll explore how you can spec your integrated lighting solution during this transformational change.</p> <p>Now is your time to win with lighting, let us help you beat the complexity.</p>

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Manufacturer Training Session	M108 Draper	Introduction to Outdoor Roller Shades- Learn about cabled and zip systems	TBA	<p>Over the past couple of years, the perceived value of outdoor spaces has skyrocketed, with more people than ever before making outside upgrades. In addition to people spending more time in their own outdoor areas, more of us are becoming aware of the benefits of being outside.</p> <p>At the end of this course, you will understand the following areas:</p> <ul style="list-style-type: none"> • Opportunities for Various Outdoor Shading Solutions • Comfort issues • Outdoor shading • Advantages of “ZIP” shades • Draper product options <p>Installation Pointers</p>
Manufacturer Training Session	M109 Elemental	"Performance Tiers Explained"	TBA	<p>Not every project requires the same performance of linear light, so we created a tiered range of products. At every level, quality is a consistent factor, while performance levels vary. This allows you to provide an appropriate solution for every project, whatever the budget and performance requirements may be. In our time visiting HTSA dealers, we've noticed a significant interest in this topic, and eagerness to learn. Our goal in this training is to review the different options available in order for attendees to gain familiarity with our products and confidence in selecting the right materials for the job.</p>
Manufacturer Training Session	M110 Lutron	Introduction to Lutron (1 Hr.)	TBA	<p>For attendees who are not currently Lutron accounts but have interest in learning about how Lutron's lighting controls, shading solutions, and the new Intelligent Light Portfolio can positively impact your business, join us for this one hour symposium.</p>
Manufacturer Training Session	M111 Lutron	How to build a successful ILS business with Lutron: Lighting Designer Glenn Johnson on “Rethinking Lighting Design”	TBA	<p>The opportunity to expand the market for Lutron and Ketra digitally addressable illumination systems has never been greater. Join us as we dive deeper into the following topics:</p> <ul style="list-style-type: none"> * The emerging opportunity and Lutron's integrator focused go to market strategy * Ketra and Ivalo product offering and differentiated value proposition to the client, specifiers, luxury builders, and electrical installers * Understanding the installed cost benefits of Ketra and Ivalo verses traditional lighting fixtures * Options for supporting specifiers on a project when Ketra or Ivalo will not meet all of the needs (DALI-2 Option) * Creating synergistic collaboration communities across the trades that work together to Take Care of the Customer * The importance of understanding the role of lighting designers and how to work together on projects <p>Feature Presentation by Glenn Johnson of Adaptive Lighting Design “Rethinking Lighting Design”</p> <ul style="list-style-type: none"> * What is good lighting design? * Why is good lighting design important to you, the specifiers, the luxury builders, and the client? * What is The Adaptive Method? * What are the different scenarios for residential integrators work together with Lighting Designers?
Manufacturer Training Session	M112 Lutron	Connect to Extraordinary – What's New from Lutron	TBA	<p>If you are an existing Lutron account, please join us for an update on new products and innovations in HomeWorks QSX, Automated Shading Solutions, the Intelligent Light portfolio and RadioRA 3</p>

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Manufacturer Training Session	M113 Proluxe by American Lighting	2023 Linear Lighting Trends & How to Create them.	TBA	<p>Custom Integrators are known for creating unique spaces using the latest trends in technology. Why should lighting be any different? Take your lighting game to the next level by offering clients the latest in linear lighting. During this one-hour course, we'll discuss not only what's trending, but how to pitch the idea to potential clients and most importantly, how to deliver the design flawlessly.</p> <p>Course Topics:</p> <ul style="list-style-type: none"> Hottest Trends in Linear Lighting Real-life applications with a step-by-step guide on how to create them How to present these designs to designers, builders, and homeowners How to increase lighting sales by offering high-end solutions not offered by your competitors
Manufacturer Training Session	M114 Proluxe by American Lighting	Spektrum+ Smart Lighting & Integration with Control4	TBA	<p>American Lighting's award winning Spektrum+ smart lighting system is opening the door for integrators to offer an affordable, retrofit option that can be integrated with Control4, with even more integration partners coming soon. With over 22 products to choose from, you can offer clients RGBTW wireless technology using retrofit downlights, lamps along with linear and exterior solutions. Whether you choose to use Spektrum+ as a standalone system or integrate with Control4 by using the ethernet gateway, Spektrum+ gives you the flexibility to offer a unique solution that's easy to use.</p> <p>Course Topics:</p> <ul style="list-style-type: none"> Potential Revenue Competing with other channels of distribution How to wire & control Spektrum+ Hands-on set up to learn about the functionality.
Manufacturer Training Session	M115 Soraa/Ecosense	The Soraa Difference or Simply Perfect Light "Why TM-30 Annex-E Matters"	TBA	<p>Without realizing it, you've more than likely experienced the Soraa difference. Soraa offers specification grade LED lamps, many of which are 95+CRI with a 95 R9 value to provide the ultimate in color quality and object rendering.</p> <p>Soraa leverages science to deliver the most impactful TM-30 Annex-E, highest rated fidelity, color spectrum and optics available in the industry and is the preferred brand for most major Museums and Galleries around the world.</p> <p>Soraa brings nature's light indoors to offer your clients "Simply Perfect Light". Seeing is believing!</p>
Manufacturer Training Session	M116 Visual Comfort	Visual Comfort Architectural Collection Deep Dive	TBA	<p>Familiar with Visual Comfort Architectural and already had some projects and wins? Come spend time with us briefly going over the brand but taking a deeper dive into what's next. We'll take a look into what has been newly introduced within the architectural collection along with a peak into what's coming. We'll also spend time with hands on units to give you a better understanding into what you have been specifying and purchasing. Be sure to bring any questions you may have!</p> <ul style="list-style-type: none"> Hands on demo including demonstration and experience aiming various families of products Understand the value proposition and performance differences that your client will appreciate and also help your sales staff with client demonstrations ESSENCE hands on: see the quality of construction and attention to detail across the category and a preview of what's next
Manufacturer Training Session	M117 Visual Comfort	Visual Comfort Architectural Brand Overview	TBA	<p>New to Architectural Lighting and trying to figure out what various manufacturers have to offer? Come spend time in Visual Comforts Architectural Collection Overview. Get an understanding of who Visual Comfort is along with the vast product offering within the portfolio, suitable for any project or budget:</p> <ul style="list-style-type: none"> Understand how we go to market and support the CI Channel Process of getting setup and who to call Portfolio overview: value proposition and performance characteristics of each of our architectural collections <ul style="list-style-type: none"> Recessed: ELEMENT, ENTRA; CL Family, VERSE, Traverse Linear: Tape and ESSENCE performance of tape and tape/channels Operational excellence and what we do to make your projects flow smoothly Hands on demo units
Expert Panel Discussion	Panel 01	Closing The First Sale	TBA	Dealers and manufacturers discuss strategies to get started in the fixtures category.
Expert Panel Discussion	Panel 02	Ideal Business Models for a Prosperous Lighting Division	Matt Beranth	Experienced lighting dealers and manufacturers discuss the best business models to establish your company at any level in your market. Participants will leave with an understanding of the three primary business models for successfully adding lighting to their current offerings, and how to optimize those business models to reduce risk and improve outcomes.

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Expert Panel Discussion	Panel 03	Expert Insights on Growing Your Lighting Business: A Moderated Panel Discussion with Ron Callis, One Firefly	Ron Callis	Are you an integrator looking for guidance on how to grow the lighting category within your business? Look no further! Join us for this special panel discussion with three industry rock stars who achieved success in growing their lighting design, fixture, and controls business. Moderated by industry expert Ron Callis, this lively discussion will provide valuable insights and practical advice on how to take your lighting business to the next level. Don't miss this opportunity to learn about both their successes and mistakes that they've made along the way.
Expert Panel Discussion	Panel 04	How to create impactful collaboration communities to grow your lighting systems business	David Weinstein	Learn about the emerging opportunity for luxury residential integrators to create significant and sustainable revenue streams around the emerging category of Intelligent Lighting Solutions. This panel discussion will center around discussing successful strategies to foster demand creating collaboration communities across the dealer, architect/interior designer, lighting designer, luxury builder, and electrical installer stakeholders. Emphasis on how integrators can work cooperatively together with lighting designers to support one another will also be discussed during this panel session.
Expert Panel Discussion	Panel 05	Good Better Best: Choosing Vendor Partnerships	TBA	Choosing Vendor Partnerships. With more and more lighting manufacturers jumping into the integration channel, how do you sort through them to build your lineup? It took you years to get the perfect lineup of audio-visual suppliers, but it does not need to take that long with lighting fixtures. Hear which manufacturers play well with integrators and which don't, learn the essentials of building a focused linecard that will protect your sale and your customer's results at the same time.
Expert Panel Discussion	Panel 06	Marketplace: Competition & Margin	Mark Langford	Experienced panel discussion on strategies for managing potentially competitive relationships with distributors and electricians including how to set a reasonable margin.
Expert Panel Discussion	Panel 07	Seeing is Believing: Lighting Experience Demonstration Showroom	Mark Langford	Light and sound are both radiant energies better experienced in person- is your facility ready to show clients why they should buy fixtures from you? Hear how dealers are using their showrooms and learn how designers are crafting immersive experiences that will wow your customers. From small rooms to entire stores, come see how integrators are transforming spaces to grow sales.
Expert Panel Discussion	Panel 08	Mistakes: Your Tuition for Success	David Warfel	After a brief discussion of structured learning opportunities in lighting, our panelists will share from their own experiences where mistakes often lead to the most impactful learning.
Expert Panel Discussion	Panel 09	Wrap it Up	TBA	You've sold fixtures. Now what? Expert dealers discuss strategies for answering contractor questions, managing aiming and adjusting, and simplifying scene setting.