

Lightapalooza

2023

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 IPGCG, 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 the 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>
Lighting Category Marketing Education Session	L107	Light up your sales: get more jobs, get in early, get more dollars.	Ron Callis, One Firefly	<p>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!</p>
Lighting Education Session	L108	A Look at Landscape Lighting - The Critical Elements to Understand	Jan Moyer	<p>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.</p>
Lighting Education Session	L109	The Evolution of Architectural Lighting	Amer Maleh, Delta Light	<p>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.</p>
Lighting Education Session	L110	Delving into the multitude of issues and techniques that comprise landscape lighting	Jan Moyer	<p>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.</p>
Lighting Education Session	L111	Lighting Design for Living & Kitchen Spaces	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>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.</p>
Lighting Education Session	L112	Fixture Comparison and Selection Part 1	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>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...</p>
Lighting Category Business Education Session	L113	New Category Means New Metrics	Matt Bernath, Vital	<p>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.</p>
Lighting Education Session	L114	Fixture Comparison and Selection Part 2	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>Continuation of Part One...</p>
Lighting Education Session	L115	Lighting Design Deliverables	Peter Romaniello, IALD Presenting Live Via ZOOM	<p>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...</p>

