



MARKETING WORKSHOP AGENDA

May 16-18, 2023
Asheville, NC

LODGING The Inn on Biltmore Estate
1 Antler Hill Road, Asheville, NC

Village Hotel on Biltmore Estate
207 Dairy Rd, Asheville, NC 28803

Tuesday, May 16

4:00pm Check-in is 4pm, the reservation department is aware we have a 4pm departure, they will do their best to have rooms available earlier.

4:00pm Depart via Coach
The Inn on Biltmore Estate, Front Entrance/
Lobby

4:10pm Depart via Coach
The Village Hotel, Front Entrance/Lobby

4:30pm Arrive for House Tour & Reception
Thomas Wadley Raoul House
394 Vanderbilt Road
Biltmore Forest, NC
Hosts: [Angela & Todd Newnam](#)
Restoration/New Build Architect:
Ken Pursley, [Pursley Dixon Architecture](#)

6:00pm Depart for Dinner via Coach

6:15pm Reception on the Terrace
Biltmore Forest Country Club
31 Stuyvesant Road, Asheville, NC

7:00pm Tour of the Club

7:30pm Dinner Begins, Upper Terrace

9:30pm Depart for the Village Hotel &
the Biltmore Inn

Wednesday, May 17

8:00am Shuttle to pick up guests at the Village
Hotel on Biltmore Estate

8:00am Breakfast
Inn Gallery, The Inn on Biltmore Estate

9:00am Workshop Begins
Olmstead, The Inn on Biltmore Estate

9:15am **Ready, Fire, Aim**
Joshua Liberson, Origami

12:00pm Lunch
Inn Gallery, The Inn on Biltmore Estate

1:00pm Workshop Resumes
Olmstead, The Inn on Biltmore Estate

1:00pm **The PR Landscape**
Erik Perez, Hello PR Group

2:30pm Break

2:45pm **Managing Clients**
Keith Granet, Granet & Associates/
Marc Szafran, Holly Hunt

- . Setting Boundaries
- . When to say no
- . When to push back
- . Building a patron client base



MARKETING WORKSHOP AGENDA

May 16-18, 2023
Asheville, NC

Two Table Talks

First Table Talk: Share your worst client nightmare and how you got out of it. Give suggestions of lessons learned from the experience.

Second Table Talk: How you have built a repeat client ethos and what were some of the unique ways you built trust with your clients.

5:00pm Workshop concludes for the day

Village Hotel Guests Return Via Shuttle

7:00pm Guests at The Inn on Biltmore Estate depart via trolley to Lioncrest

7:10pm Guests at The Village Hotel depart via trolley to Lioncrest

7:30pm Dinner, Chestnut Room

9:30pm Dinner Concludes

9:30 – 11:00pm: Bonfire, Chestnut Patio

9:30 – 11:00pm: Transportation available to return to hotels.

11:00pm Evening Concludes

Thursday, May 18

Check-out is 11am, those checking out must do so prior to breakfast. Luggage can be held in the meeting room.

7:30am Shuttle to pick up guests at The Village Hotel

7:30am Breakfast
Inn Gallery, The Inn on Biltmore Estate

8:30am Meeting Resumes
Olmstead, The Inn on Biltmore Estate

5 Things You Should Do to Build Your Marketing Efforts

1. Understanding your unique offering
2. Learn how to engage with Inquiry and advocacy
3. Closing the deal
4. Maintaining the client
5. Sharing the responsibility for rainmaking

9:15am Depart via Shuttle
The Inn on Biltmore Estate, Entrance/Lobby

9:15am Transfer to the Biltmore Estate

9:45am Tour the Biltmore Estate

11:15am Transfer to the Biltmore Inn

12:00pm Wrap-Up
Olmstead, The Inn on Biltmore Estate

Recap

1. What was your biggest take away?
2. How can you use it to move your company forward when you get back to your offices?

1:00pm Workshop Concludes



THE BILTMORE ATTENDEES

May 16-18, 2023

Beth Arrowood

NIBA
Beth@nibadesigns.com
(305) 299-3858

Julie Bangert

Hutker Architects
jbangert@hutkerarchitects.com
(508) 360-1123

Meghan Beckmann

KAA Design
mbeckmann@kaadesigngroup.com
(919) 260-1797

Nina Bransfield

Ferguson & Shamamian Architects
nbransfield@fergusonshamamian.com
(212) 941-8088

Bob Brown

Robert Brown Interior Design
bob@robertbrowninteriordesign.com
(404) 403-2425

Heidi Burwell

Sandra Jordan Prima Alpaca
heidi@sandrajordan.com
707-696-2190

Jim Cappuccino

Hutker Architects
jcappuccino@hutkerarchitects.com
(774) 392-2855

Dana Colla

Leaders of Design
dcolla@leadersofdesign.com
(203) 733-0150

Charlotte Dunagan

Dunagan Diverio Design Group
cdunagan@dunagandiverio.com
(954) 290-4414

Keith Granet

Leaders of Design
kgranet@granet.net
(310) 306-8100

Katie Guzinski

Marguerite Rodgers Interior Design
katieg@margueriterodgers.com
(215) 668-7166

Lily Heil

Heather Wells Inc
lheil@heatherwells.com
(617) 437-7077

Elizabeth Johnsen

Establish Design
liz@establishdesign.com
(801) 518-7692

Gerry Jue

BAMO
gjue@bamo.com
(415) 367-5303

Marieanne Khoury-Vogt

Khoury Vogt Architects
marieanne@khouryvogt.com
(305) 494-5464

Joshua Liberson

Origami
josh.liberson@heyorigami.com
(917) 825-3012

Michael McGowan

KAA Design
mmcgowan@kaadesigngroup.com
(310) 498-7919

Amy Meier

Amy Meier Design
amy@amymeierdesign.com
(858) 284-6004

Janet Mercier

BAMO
jmercier@bamo.com
(415) 979-9880

Marcus Mohon

Mohon Interiors
marcus@mohon.com
(512) 573-6598



THE BILTMORE ATTENDEES

May 16-18, 2023

Emma Monrad

Sandra Jordan Prima Alpaca
emma@sandrajordan.com
707-326-0782

Andrew Oyen

Ferguson & Shamamian Architects
kpriestley@fergusonshamamian.com
(904) 304-8898

Day Palmer

Pursley Dixon Architecture
info@pursleydixon.com
(704) 334-6500

Erik Perez

Hello PR Group
erik@helloprgroup.com
323.486.7035

John Pursley

Pursley Dixon Architecture
info@pursleydixon.com
(704) 334-6500

Kimberly Rasmussen

Establish Design
kimberly@establishdesign.com
(801) 556-0825

Kristen Rivoli

Kristen Rivoli Interior Design
kristen@kristenrivoli.com
(617) 909-7903

Meg Rodgers

Marguerite Rodgers Interior Design
megr@margueriterodgers.com
(215) 805-1846

Victoria Sass

Prospect Refuge Studio
victoria@prospectrefugestudio.com
(320) 267-8117

Kurt Schumacher

I-Grace
kschumacher@igrace.com
(347) 415-7648

Leigh Anne Schurr

Marguerite Rodgers Interior Design
leighannes@margueriterodgers.com
(215) 668-7166

Marc Szafran

Holly Hunt
M.Szafran@HollyHunt.com
(312) 799-7646

Greg Tankersley

McALPINE
greg@mc Alpinehouse.com
(212) 414-1272

Lou Taylor

G P Schafer Architects
ltaylor@gpschafer.com
(212) 965-1355

Duan Tran

KAA Design
dtran@kaadesigngroup.com
(310) 821-1400

Ashley Venturini

BAMO
aventurini@bamo.com
(248) 765-5225

Rachel Wagman

Studio Designer
rachel@studiodesigner.com
(914) 772-2206

Heather Wells

Heather Wells Inc
hwells@heatherwells.com
(617) 834-4777

Bob White

ForestStudio
bob@foreststudio.com
(949) 533-8816

ERIK L. PEREZ

Public Relations

With more than 20 years of experience in public relations, marketing and branding, Erik Perez founded Hello PR Group in 2014 to provide a unique and personal approach to public relations to help clients reach their goals.

Prior to launching Hello PR Group, Erik was Managing Director at HL Group (in both Los Angeles and New York), where he focused on home, design and lifestyle clients. During his tenure at HL Group he was instrumental in the planning, development and implementation of strategic communication, social media, and marketing initiatives for his clients, which included Crate and Barrel, Kelly Wearstler, Ligne Roset, Donghia, Bespoke Global, Cisco Home, Waterworks and Caruso Affiliated among others.

Before joining HL Group in 2007, Erik obtained his master's degree in Public Relations from Boston University, where he was part of the PR team at Sixty UK in London. Previously, he served as Marketing and Communications Manager for VizCattle Corp., overseeing all communication and promotion initiatives for the company, including branding, media outreach, events and trade show participation.

erik@helloprgroup.com



JOSHUA LIBERSON

Josh began his career as an editorial designer with some of the world's best-known editorial brands such as GQ, US Weekly and Esquire. This experience, in turn, cultivated Josh's 20+ years working at the intersection of media, retail and technology.

He is an entrepreneur, executive, and a trusted advisor to leaders who are keen to activate the (sometimes obscured) growth levers for their organizations by thinking differently and executing flawlessly.

In 2001, Josh co-founded the award-winning design agency, Helicopter. Helicopter operated at the intersection of culture and commerce and launched and redesigned editorial properties for every major US publisher, including Condé Nast's domino, the most successful launch in the company's history, Hachette's Car & Driver, the world's most-read automotive title, and Time Inc.'s People, the world's most profitable magazine. Over a period of 10 years, Helicopter worked with market leaders such as Waterworks, Rizzoli, The Guggenheim, Le Bernardin, The Standard Hotel, and The Ritz Carlton.

One Kings Lane, backed by Kleiner Perkins, acquired Helicopter in 2011 to leverage the Firm's expertise in-house and push the conventions of ecommerce. At One Kings Lane, Josh co-led creative and drove the business's ground-breaking brand marketing and performance marketing efforts to distribute best-in-class home content as a core facet of the transactional customer experience.

In 2017, Josh founded Origami, advising the founders, owners and CEOs of Goop, Zappos, KiwiCo, Knoll, GNC and many others. Josh has been a founding member of the faculty at the School for Visual Arts' Masters in Branding, a board advisor for Kiwico, and has helped many NPO's reimagine themselves, including The Paris Review, Rethink Food and the 24 Hour Plays.



KEITH GRANET

Founder

is Founder and CEO of Studio Designer, the interior design industry's leading software company. Granet is also President of Granet & Associates, a management consulting firm formed in 1991 to provide strategic, financial, operational management and licensing services to the design industry. He is the founder of Designer Speakers' Bureau and co-founder of The Leaders of Design. Granet is the author of the Business of Design, balancing creativity and profitability, Princeton Architectural Press 2011, The Business of Creativity, how to build the right team for success, Princeton Architectural Press 2016, and The Business of Design 10th Anniversary Edition Princeton Architectural Press 2021. Granet guest lectures at the University of California, Los Angeles, and the University of Southern California. Granet executive produces and hosts of Inside the Business of Design, an interview series that explores the business side of successful design practices.

Granet's vision has always been to strengthen the business side of the profession by establishing good business practices with the firms he works with, develop the profession from within, and ultimately communicate the value of design to the consumer at large.

Granet is a graduate of Hartwick College ('79) and lives with his family in Los Angeles.



MARC SZAFRAN

Partner

Marc Szafran is President of HOLLY HUNT, the defining voice in modern luxury interiors. In this role, he oversees all aspects of the business and is responsible for expanding the company's position as the leading partner for interior designers and an industry innovator offering exceptional product design, quality, service, showroom settings, and digital experiences. Prior to joining HOLLY HUNT, Szafran served for nearly a decade as President and Chief Operating Officer at Michael S. Smith Inc. | Jasper, leading operations, marketing, and business and brand strategy for the eponymous design firm and launched product lines and showrooms under the Jasper and Templeton brands. Before joining Michael S. Smith Inc., Szafran was President and General Counsel of Thom Filicia Inc., a design business founded by one of the nation's top decorators and television personalities. There he developed a long-term growth strategy for new business segments and oversaw the transformation of a single-focused company into a competitive, multifaceted enterprise in the design, product, media, and lifestyle arenas.

Szafran holds a J.D. from Cardozo School of Law and is a graduate of Syracuse University; his law background, combined with his lifelong passion for design, allows him to draw from a versatile set of expertise to tackle the challenges of a rapidly evolving business and design landscape. He is based at the HOLLY HUNT headquarters in Chicago.

