

Designers light forum

TIME IS MONEY: EXAMINING THE
LIGHTING DESIGN AND
MANUFACTURER RELATIONSHIP

Moderator: Jana Owens

wsg:

Angelica Santana

Brienne Willcock

Lisa Reed

Peter Hugh

Credit(s) earned on completion of this course will be reported to **AIA CES** for AIA members. Certificates of Completion for both AIA members and non-AIA members are available upon request.

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material of construction or any method or manner of handling, using, distributing, or dealing in any material or product.

Questions related to specific materials, methods, and services will be addressed at the conclusion of this presentation.

Learning Objectives

At the end of the this course, participants will be able to consider:

1. Visiting our offices - what makes a lighting designer remember your luminaires (hint: it's easier than you think).
2. Tailoring Lunch & Learns and other efforts specifically to Lighting Designers (hint: time is still money at lunch).
3. Examining the anatomy of vendor trips - what's effective, what's outdated, and more (hint: it's not just about the free drinks).
4. Examining market differentiation - what we need to see you shine brighter than the rest (hint: it's not LPW).

Lighting Designers and YOU:

We trust you with our time...

1. IN OUR OFFICE
2. OUT OF OFFICE
3. EXTRACURRICULAR

Which means we've trusted you with our money.

$\$150 \times 50 \text{ hours} = \$7,500 \text{ per week billable}$
 $\times 50 \text{ wks / year} = \$375,000 \text{ @ 100\% billable}$
 $70\% \text{ billable} = \$262,500$

$1/3 \text{ overhead}$

$1/3 \text{ salary}$

$1/3 \text{ profit} = \$87,500 \text{ each}$

add the TIME of
IES committee commitments, IALD, LightFair, Vendor Trips

50% billable = \$187,500

1/3 overhead, 1/3 salary, 1/3 profit = \$62,500 each

Vendor trip perspective:

2 designers / 2 days @ \$150/hr billable time:
\$4,800 we don't bill out to clients.

Ask: Is this worth \$5K of their time?
Would you forfeit two vacation days?
Discuss the reality with marketing.

DID YOU KNOW?

Some firms don't pay us for our time for:

- Vendor trips
- Committee commitments
- IALD and IES Conferences
- Lunch & Learns
- LightFair
- Light & Build
-  LEDucation®

These things are on our own time.

Jana Owens

TIME IS MONEY.
RAISE THOSE HANDS.
GET TO KNOW THE PANELISTS.



**We like light. Not PDFs.
Memorable Experiences.**

- Mounting options
- Variations demonstrated
- Layers of light
- Activities with light
- Relationship-building moments

Office Visits.

- Time limits
- Expectations & Boundaries
- We like light, Not PowerPoints
- Honesty & Defensiveness
- Broken samples
- 'Not right now'
(ebbs and flows of application types)

Vendor Trips.

- Ask us what we want to see
(we know how LED boards are installed)
- Right brain / Left brain, Group dynamic
- Immerse us - We **WILL** remember it
 - Installing a fixture
 - Mockup spaces
 - Light show room
 - Optical demonstrations

Think Tanks & Feedback.

- Billable time
- Honorariums, please
- We engage if our priorities guide it
- Install it. For us, with us, let us....

LIGHTFAIR.

- Connect with us in advance
- Show us potential
- We **DO NOT** like:
 - Suites off the show floor
 - All – booth tours
 - Feeling ‘stuck’

TAKEAWAYS.

- Relationships are key.
- We trust you with our time (which is our money)
- Make the most of our time:
 - Like Lumens Per Watt...
Think Design Per Hour.



This concludes The American Institute of Architects Continuing
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