
Why DIY when you can DWO

...Design With Others®?

Design Diva Conference Agenda – Sept 28th & 29th

Please bring a printed 8” x 10” photo of a room in your home you’d like to work on or use as an example as you learn throughout the conference. Pick a room you don’t love, or a room that needs solid help, or a room that’s in process, or a room that’s almost, but not quite right....it’s up to you. You’re also invited to bring samples of relevant fabrics, paint chips, or materials (tiles, wood samples, etc.) that you are considering for that 1 room to use in your group masterminding session.

Day 1

8:00-9:00 **Registration & Check In & Breakfast**

Get situated, pick up your super snazzy name badge; let us feed you and nurture you, Diva to Diva. Meet and greet with Katie.

9:00-9:45 **Welcome**

**Keynote speech with your Coachest with the Mostest,
Donna Hoffman**

Can Your Home’s Beauty Affect Your Life (Hint, it does and studies support this)

Exploration of just how much impact your environment has on you and those you live with as well as your feelings of well-being, productivity, happiness, peacefulness and much more.

9:45-10:45 **When Bad Design Happens to Good People - Donna**

Together we will evaluate and correct several interiors. Discover how to look at a space and identify beyond the general “meh, something’s wrong”, opinion to understanding specifically the common errors non-informed Design Divas make that can frustrate results and ruin rooms.

Develop your eye while you also gain design pillar hacks and power tools to use in any space you design. Your room photos would be helpful here. Audience Q&A.

10:45-11:00 **Snack Break**

Design Divas need to keep their blood sugar even, heart happy, and belly full so they can Diva Dive through the rest of the morning.

11:00-12:00 **Color Game Changer - Donna**

Ready to have your mind blown? Seriously blown? Ready to NEVER, ever, ever again see color in the same way? Ready to tame the beast? Ready to make color your friend? Just wait, lovely! Undertones will jump out to you; color control will be at your command. Audience Q&A.

12:00-12:30 **Design Trend Report & How to Use Them, Like Seriously Use Them - Katie**

Screw the trends or savor the trends? We say both. In this eye-opening trend forecast and design workshop, discover what's trending now, what's expected to trend and how to wisely use this knowledge in your home to make great things happen. From big-budget moves to baby-budget moves, we've got your Design Diva Soul covered.

12:30-1:15 **Lunch**

A girl's gotta eat, right? And so, we shall...but we will do it Diva-lisciously! Enjoy this time to refuel and connect with other fab Design Divas friends!

1:15-2:30 **Mixing Furniture Styles - Donna**

What the hell goes with this???

Exactly.

Minus a semester-long dive into furniture history, true to form, Donna has created a logical, apply-this-strategy-hack romp through furniture styles to show you how easy it can become to combine upholstery and wood furnishings in your home when you've got the right knowhow behind you.

Your project photos will come in very handy here.

2:30-3:30 **Design Panel Discussion: Insider Tips, Tricks & Hacks for Immediate Action in Your Home**

Ever wanted to be a fly on the wall in a room of professional designers? Girlfriend...YOU are no fly...but you will be gaining access to the backroom, shop-talk with this spirited group of talented designers.

Donna welcomes a fabulous, hand-picked panel to share their favorite pro design tips, flourishes, hacks, tricks, pet peeves, warnings, budget moves and more, so you can put them into immediate action back at your place.

A surprise “panel and audience” activity is planned for the end of the panel...there will be audience prizes. 😊 And, some laughs...

3:30-3:45 **Snack Break**

What, again? Sweeeetheart! Yes! We’ve gotta keep up your strength. A lovely refreshment break will do just the trick to fuel you through the remainder of the day’s scheduled and non-scheduled impromptu activities.

3:45-4:30 **Audience Q&A with Designer Panel**

So, here it is. This is your chance to ask the panel to clarify any of the design pearls they shared or beans they spilled. You can direct a project question to the entire panel, or to one panelist of your choice. (No project pics will be shown however at this point...that comes tomorrow....)

4:30 **Adjourn Day 1...but....**

5pm Impromptu meet-up for drinks with Donna & Katie; If you’re up for it, we’d love to see you and kick back with a little Design Diva gal pal time. (Plus, SOME of us, ahem, may need a vodka fume by then.) Cash bar. Location to be announced. Would love to see, hug and hang with you there! 😊

6:30pm Dinner on your own with a pal you brought or with some pals you meet.

Day 2:

8:00-9:00 **Breakfast**

Yes darling. Eat. You look pale after yesterday’s late-night tomfoolery. Ok, or after heading back to your hotel room to call it an early night! Either way...we want to feed you. It’s part of our love language. 😊

9:00-9:45 **Common Space Planning Mistakes - Katie**

No. You did not put that there!

Um, ok, so you probably did.

No fears, Divas. In this workshop, we’re going to show and tell, tried and true examples of super common, space planning mistakes that squash a room’s fabulous factor. You’ll walk away with immediately actionable improvements – from minor tweaks to start-from-scratch layouts.

Your room photos will come in handy here.

9:45-10:30 **Advanced Design Principles and Moves - Donna**

Don't let that title scare you, lovely. When has Donna ever lost a Design Diva???

Enjoy this workshop where Donna's break-it-down easy coaching style makes the more advanced moves seem like a piece of cake.

If you'd love to see what the pros do that separate a good room from a great room, the difference that separates the "duds" from the Divas, then this is your workshop.

Donna has been told by young designers – "I wish they taught it this way in design school". Now it's your turn to benefit, lovely.

Esoteric "what the hell??" things like Rhythms, Harmony and Balance will make sense and jump out to you forever more – and – using their strategic rules, truly up-level any space you design, forever more.

Your room photos will come in handy here. Audience Q&A.

Pre-requisite: Being able to walk and chew gum. Or just the gum part. You've got this, girlfriend!

10:30-10:45 **Snack Break**

Every famous design mind in history at one point said: "When do we eat?" Answer...right now. Time to snack-up for the remainder of our best is-yet-to-come.

10:45-11:50 **Project Masterminding with your Group**

Whip out your pics and any swatches you brought!! It's time lovely, to put into use all you've learned; to receive design support from your group; AND to exercise your newfound design muscles by drilling down into your specific design project and those in your group!

This is a tightly controlled activity and every participant will have her Design Diva moment in the sun – nobody is left behind.

11:50-2:20 **Audience Q&A.** Questions from your mastermind session? Questions from the conference? Grab the mic and ask away. You've got questions; we've got answers.

12:20

Closing Remarks

12:30

Adjourn

We know that parting is going to be hard, but oh, what a gift to have been together and to have taken you on a deep design dive where no one has ever taken you before.

This conference has been for you, lovely. There's nothing else like it around...we are so happy to have created it for you. Love and hugs

XOX...

A handwritten signature in cursive script, appearing to read "Donna", enclosed within a thin black rectangular border.