



LA / Ventura Chapter

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About IDS

The Interior Design Society (IDS) was founded in 1973, and is the largest design organization exclusively dedicated to serving the residential interior design industry. With over 25 chapters across the US and more starting all the time, IDS is an association comprised of residential interior designers, decorators and associated trade professionals. Individual membership levels from student to professional are based on education and/or work experience. In addition, we encourage interior design related businesses to join IDS as Trade Partners.

The Interior Design Society rests firmly in a commitment to education and information for its members. IDS hosts and coordinates a number of programs and makes available a variety of publications to strengthen members' knowledge of the interior design profession and related topics. Educational conferences, seminars and tours of historic sites noted for their art, architecture and interior design contribute significantly to members' continuing education.

We at the local LA / Ventura Chapter pride ourselves in creating a supportive, welcoming environment to network with peers, share resources, solve challenges and make friends with others in the field.

Websites:

National – www.interiordesignsociety.org

Local – www.idslaventura.org

Host a membership meeting:

Our local membership averages between 60-80 interior designers, decorators and design students. We have 4 membership meetings per year which are generally held at the location of a business that is interested in marketing to local interior designers. Our calendar also includes other monthly events and activities, such as educational seminars, charitable projects, Resource Night trade fair, holiday party, etc.

Meetings schedules are somewhat flexible, though we set the calendar of events at the beginning of the year to establish a variety of meeting days and times. Meetings typically last about 2 hours. Attendance ranges from 10-35 members, but about 15 is average. We take RSVP's and advise the host of the expected attendance. The hosting company generally provides light refreshments. We open the meeting spending 10-20 minutes on member introductions and chapter business. After that we turn it over to our host to tell us about their business.

Because our membership consists primarily of professional residential interior designers and students, below are some specific topics that are always of interest. Of course some topics may not apply to your business and you may have many other things to share.

- History of your business
- Your target clientele
- Educational / technical information related to your product or service
- Designer pricing or commission structures
- Lead-times
- Product warranties and issue resolution
- Customer service
- Methods of shipment/delivery

Think of interior designers as a sort of extended sales force. Many of us bring repeat business to our resources year after year. Your ability to provide cost incentives as well as knowledge, literature, samples etc. will greatly increase designer participation.

Other ways to reach our members:

- Become a Trade Partner of IDS; which includes
 1. A listing on our webpage
 2. A copy of our mailing list
 3. Distribute notices of your events and announcements to our membership
 4. Feedback about how to attract more designers' business
- Exhibit at our annual Resource Night trade fair
- Purchase our mailing list