

LIGHTS *for* DECORATORS *.com*

Tampa Conference & Room Block Info

PRESENTED BY  WITH      

**Location: The Westshore Grand Tampa
4860 W Kennedy Blvd, Tampa, FL 33609**

Holiday & Low Voltage Lighting Training: 8/3/23-8/5/23

DAY 1 - Thursday, 8/3: Holiday Lighting (Full Day)

- Intro to Holiday Lighting
 - Core Products
 - Basic Design
 - Safety, Tools and Tips
- Holiday Lighting Sales
 - Sale vs. Lease Model
 - Estimating
 - Closing the Sale
- Holiday Lighting Production
 - Season & Scheduling
 - Installation of Core Holiday Decor
- Holiday Lighting Products
 - New Product Spotlight
 - Commercial Decor
 - Advanced Decor
- Holiday Lighting Marketing

Thursday Evening: Networking/Social Event

DAY 2 - Friday, 8/4: Low Voltage Lighting (Full Day)

- Intro to Low Voltage Lighting
 - Fixtures, Bulbs & Components
 - Basic Design
 - Installation Techniques
- Low Voltage Marketing & Sales
 - Who and How of Targeted Marketing
 - Closing the Sale
- Low Voltage Secrets
 - Do's and Don'ts
 - Tools & Supplies
 - Avoiding Service Calls & Efficient Install Techniques
 - Tricks & Tips from a Pro



- Low Voltage Advanced Design & Installation Techniques
 - Lighting Depth
 - Lighting of Elements within a Landscape
- Low Voltage Advanced Marketing & Sales

Friday Evening: Networking/Social Event

DAY 3 - Saturday, 8/5: Business Practices (Partial Day)

- Pricing for Success
 - Understanding Costs (Direct/Indirect) and Overhead to Set Pricing
 - Margin vs. Markup
- Team Building & Leadership
 - Motivating and Incentivising Your Team
 - Managing with Positivity
- Customer Service & Experience
 - Experience vs. Service
 - Selling with Emotion

Hotel Room Block Info

Check In: Wednesday, 8/2/23

Check Out: Saturday, 8/5/23

[The Westshore Grand Tampa](#) - \$159/night + tax

4860 W Kennedy Blvd, Tampa, FL 33609

- To reserve, call the hotel directly at **(813) 286-4400** and request a room under the "Lights for Decorators" group.
- **Room block expires Friday, July 21st**

Attendee Exclusive Deals

All attendees will receive...

- Discounted [Platinum Pricing](#) on all holiday products ordered during the event
- \$250 Gift Card for Dauer low voltage products
- An additional \$500 Gift Card for Dauer low voltage products with spend of \$5,000 within 90 days of event
- Spend \$25,000 on Dauer Products by 10/31/23 & qualify for the 2024 Rewards Trip
- Spend \$50,000 on Dauer Products by 9/30/24 & qualify for the 2025 Rewards Trip