

DesignEx Seminar — Unleashing Marketing and Business Development Strategies for Design Firm Growth

Content:

This course presentation will be tailored to Interior Design firms who are looking to expand their exposure footprint while building a strong operational framework to support their growth and expansion in the design services marketplace. Focus will be paid to provide course participants with a toolkit of best practices and assets (through example and explanation) that need to be maintained for proper marketing. Simultaneously, the presenters will explain how to utilize these assets to bolster strategic business operations in their studio. Throughout the presentation interactive participation will engage attendees to apply their learning “live” during the session.

This seminar accounts for 1 IDCEC hour.

Presenters:

Melissa Van Loon and Jake Oliveira are the dynamic partnership at the heart of [WORKBENCH](#), each bringing their own expertise and experience to the table to fuel the success of your creative business and project

Melissa Van Loon

Co-Founder, Marketing & Operations Specialist at WORKBENCH



Melissa Van Loon is the operational expert and marketing maestro behind WORKBENCH. With a storied career that spans multiple industries, including retail travel and global brand growth, Melissa provides the operational backbone and marketing strategies that help creative businesses soar. Her insights glean from retail and translate seamlessly to interior design and architecture, providing a unique angle to help artists and designers bridge the gap between their artistic vision and the marketplace. As an adept strategist, Melissa is proficient in scaling businesses, conceiving robust business models, and ensuring operational excellence. Her strategic marketing is designed to enhance visibility, propel brand growth, and engage customers effectively.

Jake Oliveira

Co-Founder, Industrial & Graphic Design Specialist at WORKBENCH



Jake Oliveira is WORKBENCH's creative master, specializing in industrial and graphic design. A proud alumnus of York University's YSDN program, Jake's expertise is underpinned by his experiences with leading Toronto design studios. His portfolio showcases his ability to blend technical precision with artistic expression, making him a vital asset for any project looking to make a global impression. With work displayed in prestigious showrooms from New York to San Francisco, and multiple awards to his name, Jake's designs transcend borders, offering clients the chance to make both international and local impacts.