



MAURER CONSULTING GROUP

Business Strategies for the Design Industry



Terri L. Maurer, FASID

Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group, as well as Maurer Design Group, (MDG), a commercial interior design

firm whose focus is creating solutions for its clients' corporate offices, small medical facilities and nursing homes.

Maurer Consulting Group is a strategy firm dedicated to assisting clients in interior design related industries to analyze their past and present situations, and plan strategically for their future growth and success.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning and marketing.

Terri has presented **"Branding: It's Not Just For Cattle and Corporations"** for ASID chapters in Alaska and Arizona, at IIDEX in Toronto, and at the D&D Building's "Fall Market" in New York City. Terri's speaking engagements also included presenting at Ball State University - ASID Design Interaction Day, and the ASID conference in San Diego.

"This seminar was a wonderful explanation of how to apply the concepts of branding to an interior design business. The step-by-step organization and handout material made the process easy!"

Christine Piotrowski, ASID, IIDA
Attended the "Branding: It's Not Just for Cattle and Corporations" in Phoenix, AZ

Branding: It's Not Just For Cattle and Corporations!

Branding is not your logo and it's not your tag line. It is so much more. Branding is the key integral component in presenting your firm to the public.

Join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at what Branding can and cannot do for you and your company. A past national president of ASID, Maurer will share over two decades of experience both as a design practitioner and a consultant with those who are looking for a way to clearly set themselves apart from their competition.



Many interior design firms do not realize the importance of having a brand. Terri crystallized the empowering qualities of branding to increase business and be more successful.

As creatives we need encouragement to sell ourselves in an authentic way. Terri has successfully put together a program to effectively produce these results."

Barbara Kaplan, IFDA, ASID Allied Member

"Branding: It's Not Just For Cattle and Corporations" is a program focused on the topic of Personal Branding for individuals and small firms. In addition to an introduction to Branding and Personal Branding, you will learn a step-by-step process that allows you to discover and develop your own Personal Brand, and how to use it.

Who Should Attend?

Interior designers, architects and any other small business professional or sole practitioner wishing to make their own

distinctive mark within their own market place can benefit from the skills gained through this program. Whether you're a start up company or an established one ready to move your business to the next level, you'll benefit from Maurer's experiences and her insight on Personal Branding!

An IDCEC approved continuing education program, **"Branding: It's Not Just For Cattle and Corporations"** is available in one, two and three hour formats for audiences of various levels of interest and experience.

Course Objectives:

- Learn the value of developing and using a personal Brand in your marketing and public relations activities.
- Discuss the basics of Personal Branding.
- Learn how Branding fits into the whole Sales and Marketing arena.
- Learn from well-known personalities that have developed strong Personal Brands.
- Learn a Personal Branding process that will guide you in the discovery and development of your own brand.
- Learn how to formulate your own Personal Brand and Personal Brand Statement.

"The Branding seminar was a very positive learning experience for our members. For those with small firms and for individuals this seminar provides a very powerful tool to determine how your business and individual style fits within your marketplace."

Mary G. Knopf, ASID, Alaska Chapter
President 2003 - 2004