



## VANGUARD EDUCATION + SOCIAL EVENTS

High Point Market, October 2025

Updated 10/1/2025

*All events will be held on the fourth floor of Vanguard's showroom at 301 N. Hamilton Street and are open to all market attendees. RSVPs to the education events are highly encouraged: [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com).*

### **Saturday, October 25, 2025**

**2 p.m. – 3 p.m.**

#### **The Psychology of Selling Luxury**

*Workshop, CEU credit*

Presented by Tracee Murphy, acclaimed interior designer, speaker, and industry thought leader at the intersection of psychology and design, this dynamic IDCEC-approved CEU workshop explores what motivates the affluent client and reveals the psychology and strategies that turn high-value prospects into loyal relationships. Attendees will discover what luxury truly means to today's consumer, how to build trust and credibility, and the proven keys to attracting and nurturing high-end clientele. Murphy is the CEO and Principal Designer of Trade Mark Interiors, founder of The Designer Launch educational platform, and is widely known as the Design Biz Therapist—blending her expertise in interior design with deep insights into human psychology. Her mission is to elevate the conversation around emotional intelligence in design and help businesses grow through the power of connection.

RSVP recommended: [events@vanguardfurniture.com](mailto:events@vanguardfurniture.com)

### **Sunday, October 26, 2025**

**10 a.m. – 11 a.m.**

#### **Your Pricing, Simplified: How to Bill with Confidence and Clarity**

*Workshop*

From charging hourly to fixed fee and hybrid models, this workshop explores the most effective billing methods for luxury interior designers. Led by Laura Umansky, founder of award-winning Laura U Design Collective and co-founder of DesignDash, the session will break down how to structure fees, estimate project costs, and communicate pricing with confidence. Perfect for designers refining their process or considering a complete overhaul, you'll get the tools to develop a billing strategy that saves time, maximizes revenue, and positions your firm for success in the luxury market.

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**2 p.m. – 3 p.m.**

#### **The Luxury Playbook: 5 Marketing Moves that Win High-End Clients**

*Workshop, CEU credit*

In this engaging session attendees will explore five key strategies for reaching and retaining luxury residential design clients. Led by DesignDash co-founder Melissa Grove, the workshop emphasizes authenticity, storytelling, exclusivity, and high-status connections—showing how each plays a role in elevating brand perception and client experience. From curating a brand that quietly signals luxury to delivering service that feels as seamless as the Four Seasons, participants will leave with clear, actionable insights for thriving in the luxury design market.

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### **Monday, October 27, 2025**

**6 p.m. – 8 p.m.**

#### **Designer Sip 'n Style**

*Social*

Join us after hours for market's most memorable gathering. Enjoy curated cocktails and chef-prepared light bites on our luxe terrace for a bird's eye view of High Point at night. Don't miss this must-attend social event crafted especially for furniture-fashion connoisseurs.