

# High Point Market Events

SPRING 2026 | SHOWROOM 4TH FLOOR

## SATURDAY, APRIL 25

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10am - 11am

### Keeping Up With Kips: An Insider's Guide to Navigating Designer Showhouses

PRESENTATION BY BRYAN & MIKE YATES, YATES DESYGN

Bryan and Mike Yates of Yates Desygn are no strangers to the world of designer showhouses. Join them as they discuss their journey participating in two Kips Bay Dallas Showhouses. From the application process through the de-installation, Bryan and Mike will share lessons learned, tips and tricks, and how to make the most of a memorable experience.

RSVP RECOMMENDED: [EVENTS@VANGUARDFURNITURE.COM](mailto:EVENTS@VANGUARDFURNITURE.COM)

## SUNDAY, APRIL 26

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10am - 11am

### Pricing Simplified: How to Bill with Confidence & Clarity

WORKSHOP BY LAURA UMANSKY, DESIGNDASH (CEU credit, IDCEC-approved)

This is an action-focused workshop that pulls back the curtain on how successful luxury design firms structure their pricing. Led by Laura Umansky, founder of award-winning Laura U Design Collective and co-founder of DesignDash, the session will dive into hourly, fixed fee, and hybrid models, show how to accurately estimate project costs, and help you gain the language and confidence to present pricing without hesitation. Whether you're refining your current system or ready for a full reset, you'll leave with a smarter billing strategy that protects your time, increases revenue, and strengthens your position in the luxury market.

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2pm - 3pm

### Marketing Foundations: From Portfolio to Profit

WORKSHOP BY MELISSA GROVE, DESIGNDASH (CEU credit, IDCEC-approved)

This workshop is about building a brand that feels as thoughtful and elevated as the homes you design, with a business that supports it. We'll cover the essential foundations of a strong, profitable firm: clarifying your voice and ideal client, strengthening your website, elevating your photography, showing up with intention online, and cultivating the relationships that drive steady referrals and growth. Led by DesignDash co-founder Melissa Grove, the workshop emphasizes both practical and strategic action steps you can implement immediately.

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5pm - 8pm

### THE VUE | *where great design goes after dark*

ROOFTOP SOCIAL BY VANGUARD & VALDESE WEAVERS

When craft meets craft, the night is anything but ordinary. Vanguard and Valdese Weavers are taking it to the rooftop for an evening of signature cocktails, curated bites, and beats worth staying for. *Uncommon nights. By design.*

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