

ADVOCACY SCHOLASTIC AWARD

Every voice is important in advocating for the interior design profession; your voice matters whether or not you are a student, a seasoned veteran, beginning your career, or an industry professional. In an effort to kick start a new season of advocating for the rights of interior design professionals, we would like to hear from you. **The IIDA Carolina's chapter will be hosting an advocacy scholastic award based on two essay topics that impact the design industry.**

TOPIC OPTIONS:

- #1 How to portray a positive image of the interior design profession
 - a. What are the key issues designers face in terms of credibility?
 - b. How do you propose overcoming our current public perception?
- #2 How does regulated design affect a clients quality of life?
 - a. Provide examples
 - b. Provide factual data
 - c. Contrast three fields of design

ESSAY REQUIREMENTS:

 150-250 word essay on selected topic based on options above.

WINNERS:

First and second place along with two runner ups will be selected by a jury of interior design and business professionals. Entries will be judged based on quality of research, presentation of current industry issues and thoughtful solutions to the topic chosen.

1st Place - \$200 Visa Gift Card + \$60 Student Membership to IIDA

2nd Place - \$100 Visa Gift Card + \$60 Student Membership to IIDA

Runner Ups (2) - \$60 Student Memberships to IIDA

DEADLINE FOR ENTRIES - MONDAY, JANUARY 30TH

Send questions & entries to: Shannon Mckenzie, VP of Advocacy
Email: advocacy@iida-carolinas.org

