



OVERVIEW

The development of industry accredited continuing education courses (CEUs) positioned Lamin-Art as a thought leader in architecture and design and reinforced their commitment to education and supporting the A+D community.

APPROACH

- Researching and uncovering inspirational and forward-thinking topics to develop informative and inspiring CEUs
- Ensuring each topic fulfills the requirements for IDCEC, AIA, and when appropriate USGBC
- Designing and developing all course content and visuals
- Developing the course script for presenters
- Submit courses for accreditation
- Prepare and implement marketing strategy to promote the new course
- Manage attendance reporting and issuing certificates

RESULTS

- Generate on average one to two CEU courses a year
- Identify up-and-coming topics before they are “trendy”, such as biophilic design and exploring the future of design and innovation