

2020 PRESENTS

It's not Sci-Fi! Designing and Selling Using Virtual Reality

Remember when virtual reality was science fiction? It's not today! Immersion technology has advanced rapidly—moving from the gaming world into the world of architecture and design. Consumers are now using Virtual Reality (VR) tools to experience their new spaces while they are still in the concept stage. Not just being “Wowed!” but, more importantly, setting the right expectations, making educated decisions and connecting to professional designers in ways that are better than ever. This session will focus on the VR tools that are being introduced to the market—tools that will enhance your design and sales process and provide the journey your clients are beginning to expect. Be ahead of the curve and meet consumer needs today instead of tomorrow!

ABOUT THE PRESENTER



John Morgan

A 20-year kitchen and bath veteran, John Morgan is well respected for his work helping kitchen and bath professionals evolve their businesses through the latest in technology. A manufacturer's representative, consultant, trainer and speaker, he has served on advisory councils of many industry manufacturers, Virginia Tech and as 2013 NKBA National President. Morgan authored the popular “Rep's View” column in Kitchen & Bath Design News for nearly a decade and currently represents nationally-known cabinet and technology companies through his Baltimore/ Washington-based agency, Morgan Pinnacle.

When: **Wednesday, May 25, 2016**
5:30 PM Hors d'Oeuvres,
6:15 PM Dinner
Presentation immediately following

Where: Hilton Garden Inn
30 Clifton Country Road
Clifton Park, NY 12065

Cost: Member—\$35
Non members—\$45
Students—Free

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