LUMINII

SALES CONFERENCE 2023

Why are we talking about Sales Excellence in 2023??

So I can work smarter, not harder this year…	Current vs. Desired State
To think more strategically about how I will achieve my sales goals…	Account / Territory Planning
Improve my problem solving / sales skills…*	Developing the Selling Mindset
Understand where I will be spending my time…	Outbound Organization / Priority Planning
Knowing who's going to drive my business…	Customer Persona & ICP
To leverage my agent to work harder for me…	Leveraging the relationship
So I can inspire a specifier to begin using different Luminii brands…	LinkedIn / Social Strategies
Utilizing data to drive more effective sales actions…	Pipeline Management
To eliminate competition from the field. . .	WE are better, show maxy, take share
Find new opportunities for growth. . .	Prospecting 101
Better engage with our marketing content to activate customers. . .	Outbound Tactics & Contact Strategy

THE 2023 PILLARS FOR OUR SUCCESS

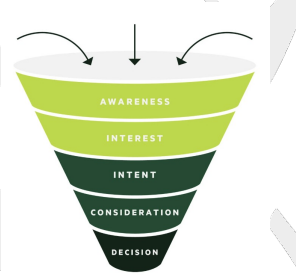
Sales Excellence: Good to Great……

Embrace the Proactive Selling / The Selling Mindset*

Utilize Organized Outbound / Territory & Account Planning

Implement Data Driven Actions / Pipeline Management

Execute an Aligned Sales Process*

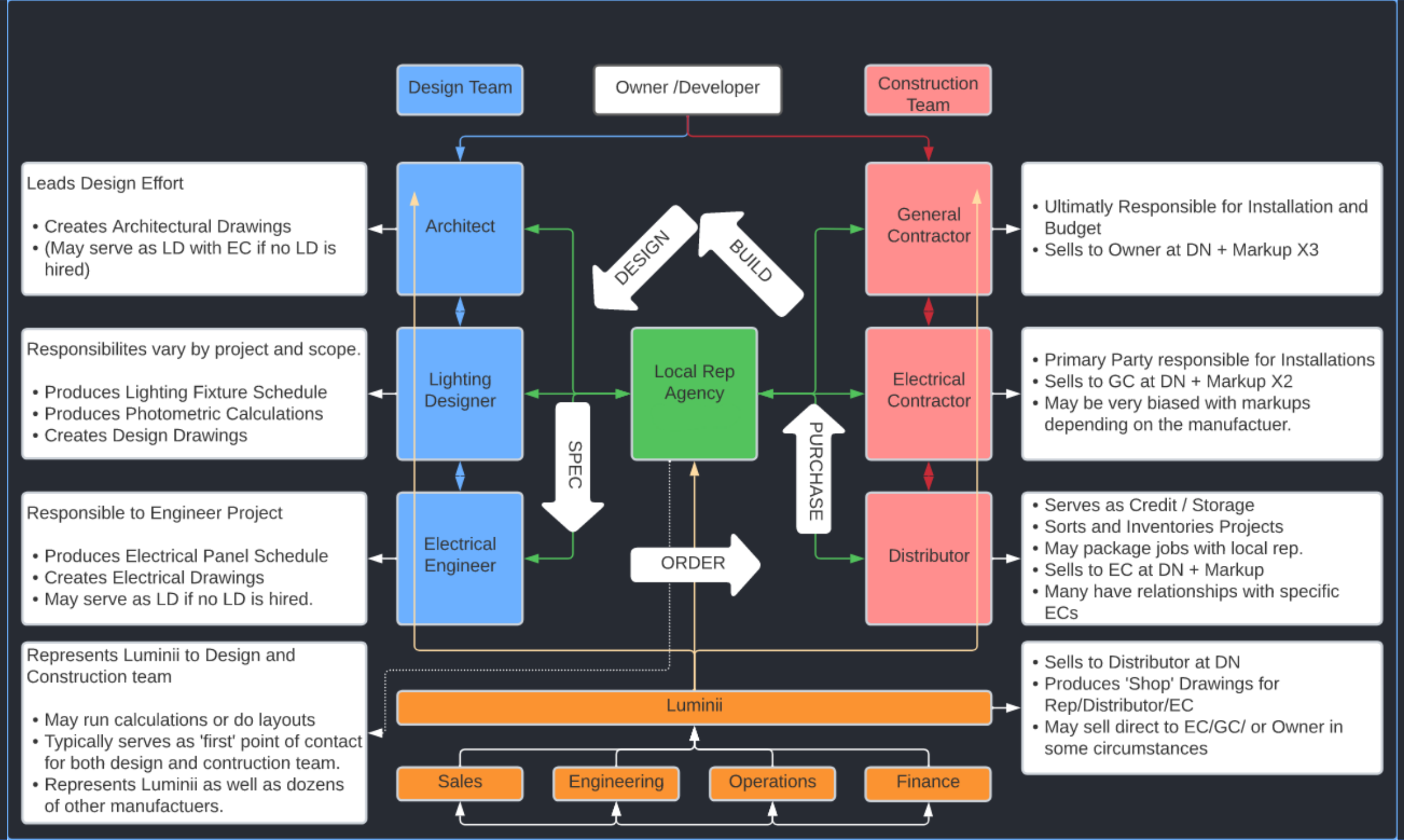


Sales Excellence: Complex Selling

DEFINITION OF A COMPLEX SALE: Who's asking?

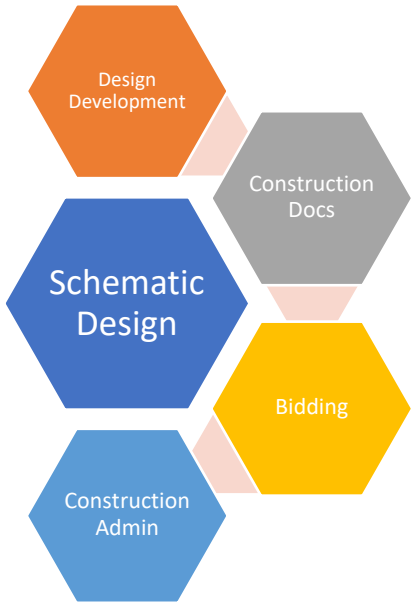
The reality of our 'Complex Sale' / North American Arch. Lighting GTM

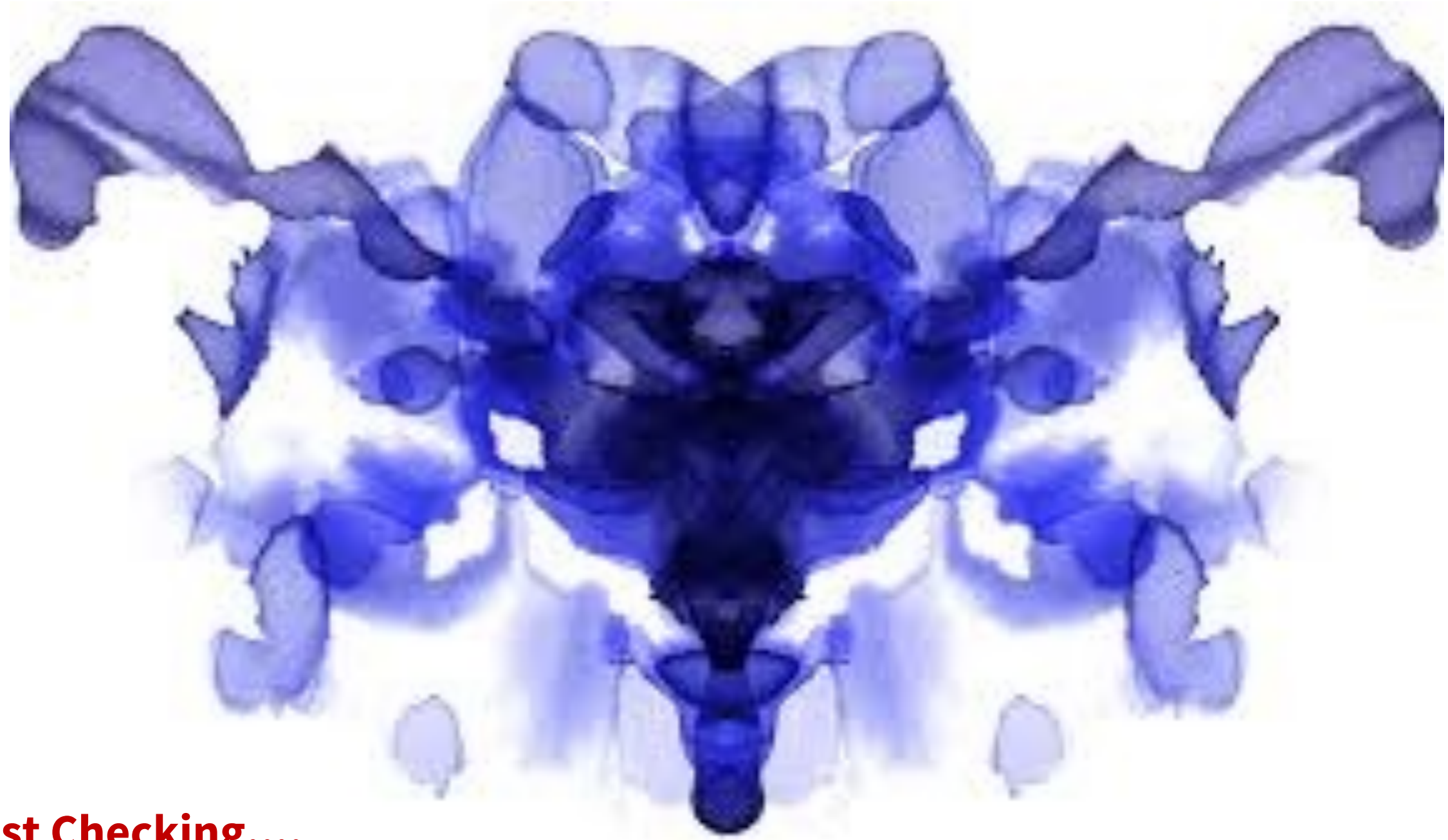
- The number of decision makers.
- Length and predicable nature of the sales cycle.
- Demands on your time
- Clarity of information to action on
- Competitive maneuvers
- Buyers' perceived risks, options, new influences in the decision-making process.


Design Team
Owner /Developer
Construction Team
Leads Design Effort
• Creates Architectural Drawings
• (May serve as LD with EC if no LD is hired)
Architect
DESIGN
BUILD
General Contractor
• Ultimatly Responsible for Installation and Budget
• Sells to Owner at DN + Markup X3
Responsibilites vary by project and scope.
• Produces Lighting Fixture Schedule
• Produces Photometric Calculations
• Creates Design Drawings
Lighting Designer
Local Rep Agency
Electrical Contractor
• Primary Party responsible for Installations
• Sells to GC at DN + Markup X2
• May be very biased with markups depending on the manufactuer.
SPEC
PURCHASE
Responsible to Engineer Project
• Produces Electrical Panel Schedule
• Creates Electrical Drawings
• May serve as LD if no LD is hired.
Electrical Engineer
ORDER
Distributor
• Serves as Credit / Storage
• Sorts and Inventories Projects
• May package jobs with local rep.
• Sells to EC at DN + Markup
• Many have relationships with specific ECs
Represents Luminii to Design and Construction team
• May run calculations or do layouts
• Typically serves as 'first' point of contact for both design and contruction team.
• Represents Luminii as well as dozens of other manufactuers.
Luminii
• Sells to Distributor at DN
• Produces 'Shop' Drawings for Rep/Distributor/EC
• May sell direct to EC/GC/ or Owner in some circumstances
Sales
Engineering
Operations
Finance

Project Roles & Responsibilities

Owner → Architect → GC → EC → Distributor → Agent → Luminii





Just Checking....

SELLING MINDSET

Sales Excellence

- **Selling is a performance art, and leading edge of of the business. We are all sellers.**
- **Selling is a verb – a set of behaviors / actions to increase the chances of success.**
- **Selling, a noble profession (when approached with the right intent).**

Sales Excellence

1. Mindset (it all starts with intent)
2. Listening Skills (aka the curious mind)
3. Preparation Skills (The Qualities of a Scout)
4. Confidence (and the willingness to walk away)
5. Self-Motivation (what is your why)
6. Product and Market Knowledge (what is your value)
7. Friendly (they need to be real relationships)
8. Diligence (The Follow-Up)
9. Organization (where are we spending our time)
10. Finding a way to win (quick on your feet)

Sales Excellence

Challenge Accepted!

- ✓ Self-Assessment – High Performer, checking in with yourself?
- ✓ Phone a friend – who's your buddy? Shared experiences.
- ✓ Speak with your Manager – are you discussing in your 1:1's? Ask for feedback.
- ✓ Staying Motivated / Self-Development - Who's your sales idol?
- ✓ Asking your customers - get the feedback from the source.
- ✓ Believing in what you do – do you have your 'why'?

Sales Excellence: How well do you know……

1. Activity: 35 min
2. Everyone takes the sheet of paper and draws a picture of themselves. 3 min
3. Then they present to the group at the table: 3 min * 5 = 15 Min
4. One person gets up and talks about another person at the table and share with the entire group what they learned new about the person 5 tables * 3 min = 15 Min

Table needs:

Box of crayons, colored pencils

Time keepers needed. Identify one for your table

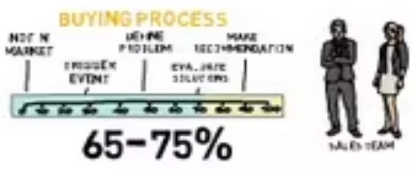
Sales Excellence: Customer Personas & ICP Selling > How well do you know your customer?

- #1 Rule – B2B sales is people dealing with people… especially in N. Architectural Lighting Market
- How well do we know our "people"?
- Quantitative – Name, Phone #, Company Name, Job Title, Role, Country, Email
- Qualitative
  - What do they do?
  - How do they like to work?
  - Personal stories?
  - What motivates them?
  - What are their concerns?
  - What are there likes?
  - Do you have personal connection points?
  - Have you built a foundation of trust?

The relationships need to be real!!

BUYER PERSONAS

WHAT % BUYING PROCESS DOES A CUSTOMER GOES THROUGH BEFORE THEY TALK TO YOUR SALES TEAM?



WE WANT YOU TO UNDERSTAND HOW YOUR CUSTOMERS THINK, ACT, & MAKE DECISIONS BETTER THAN THEY DO

BUYER PERSONA
A REPRESENTATION OF YOUR IDEAL CUSTOMER

WIN RATE
DEAL SIZE
SHORTEN SALES CYCLE LENGTH
Better Messaging
Stronger Positioning
More Precise Targeting

4-6 PEOPLE
DECISION-MAKERS ■ INFLUENCERS
BUYING PROCESS

YOU WILL KNOW HOW THEY THINK, ACT, AND MAKE DECISIONS, BEFORE YOU EVEN MEET THEM!

- ☑ GAIN ACCESS — START A CONVERSATION ABOUT THEIR PROBLEM
- ☑ LEAD THE CONVERSATION — WITH A PRODUCTIVE MEETING OR CALL
- ☑ CREATE SHARED VISION — BETWEEN YOU AND THE BUYER
- ☑ HELP THEM BUILD BUSINESS CASE — TO PURCHASE YOUR PRODUCT OR SERVICE
- ☑ CREATE RELATIONSHIP — THROUGH CONTINUED INSIGHT

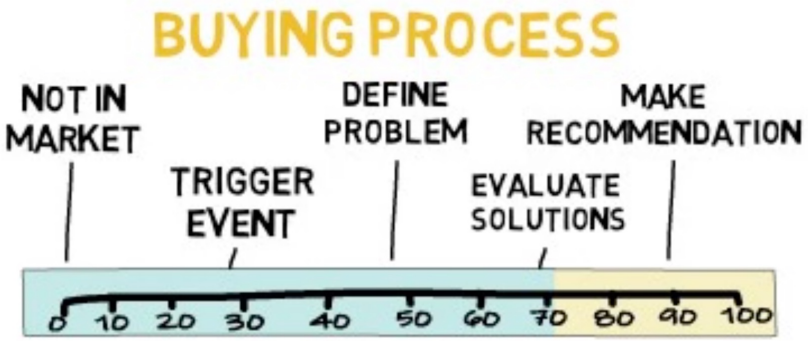
~~MARKETING FIRM~~
~~$50,000~~

EXECUTIVE TEAM

MORE ACCURATE RESULTS
GREATER BUY-IN
DEEPER UNDERSTANDING
AGILITY TO MAKE ADJUSTMENTS

BY THE END OF THIS MODULE
YOU WILL HAVE COMPLETE AND ACCURATE BUYER PERSONAS!

- Let's give them a name...
- Watering Holes
- Buying Process
- Challenges
- Objections
- Goals
- Priorities
- Metrics
- Trigger Events

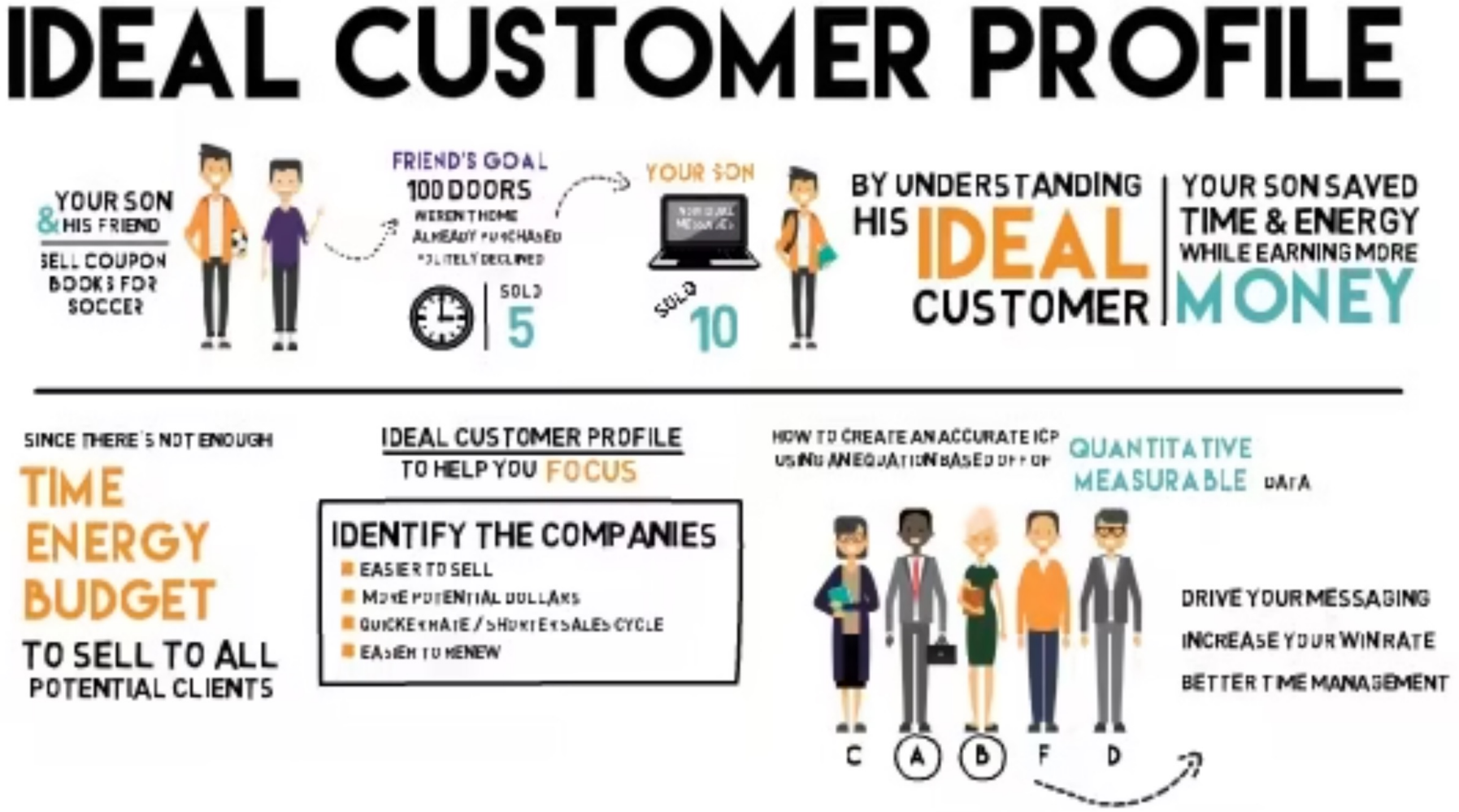


4-6 PEOPLE
DECISION-MAKERS ■ INFLUENCERS
BUYING PROCESS

GIVE A NAME
TO EACH PERSONA
TO MAKE COMMUNICATION
MORE EFFICIENT

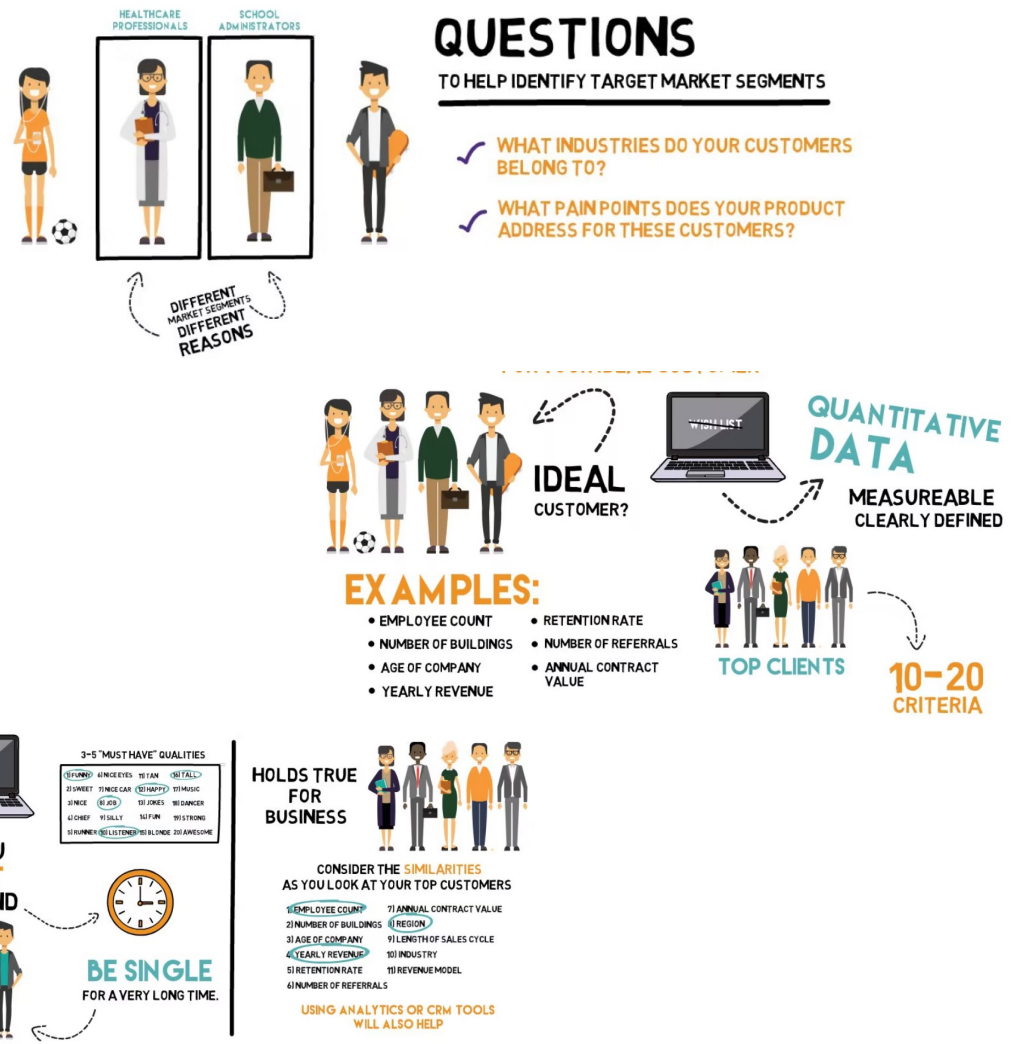
UNDERSTAND
THE CUSTOMERS
GOALS
AND
SALES
FLOURISHED

THESE THINGS
ARE ALWAYS
ON THEIR MINDS


IDEAL CUSTOMER PROFILE
YOUR SON & HIS FRIEND
SELL COUPON BOOKS FOR SOCCER
FRIEND'S GOAL
100 DOORS
WEREN'T HOME
ALREADY PURCHASED
TOTALLY DECLINED
SOLD 5
YOUR SON
SOLD 10
BY UNDERSTANDING HIS IDEAL CUSTOMER
YOUR SON SAVED TIME & ENERGY WHILE EARNING MORE MONEY
SINCE THERE'S NOT ENOUGH
TIME
ENERGY
BUDGET
TO SELL TO ALL
POTENTIAL CLIENTS
IDEAL CUSTOMER PROFILE
TO HELP YOU FOCUS
IDENTIFY THE COMPANIES
EASIER TO SELL
MORE POTENTIAL DOLLARS
QUICKER RATE / SHORTER SALES CYCLE
EASIER TO RENEW
HOW TO CREATE AN ACCURATE ICP
USING AN EQUATION BASED OFF OF
QUANTITATIVE
MEASURABLE DATA
C
A
B
F
D
DRIVE YOUR MESSAGING
INCREASE YOUR WIN RATE
BETTER TIME MANAGEMENT

Sales Excellence: ICP Selling > How well do you know your customer?

- What is an ideal custom profile?
- Identify your market segment
- Brainstorm ICP criteria
- Narrowing down your criteria
- Map out criteria
- Assign weight to your criteria



Sales Excellence: Not all markets are created equal….

- We must first understand, each market will have its own set of participants, players (A,B,C), dynamics, tendencies and norms…. then your empowered
- How do you know…….?
- What 3 will drive your approach…..?

Specifier Driven

- **Specifications generally go as specified.**
- **Projects aren't packaged by agent**
- **Are unit priced**

Contractor Driven

- **Specifications are guidelines**
- **Contractor and agent dictate the products.**
- **Generally, projects are not unit priced**

Agent Driven

- **the lighting agent holds all the power**
- **Typically working directly with the General Contractor or Developer prior to projects being awarded**

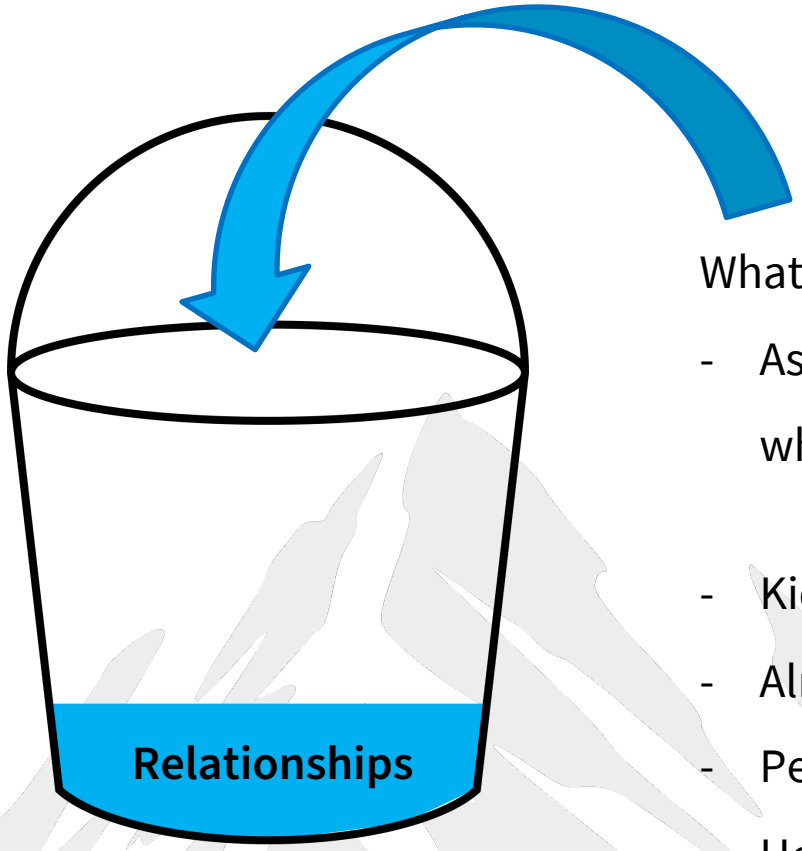
Sales Excellence: Leveraging your agent to work harder for you

What leverage do we have?

What do our agents care about?

Sales Excellence: Leveraging your agent to work harder for you

Relationships - People do business with people they like.



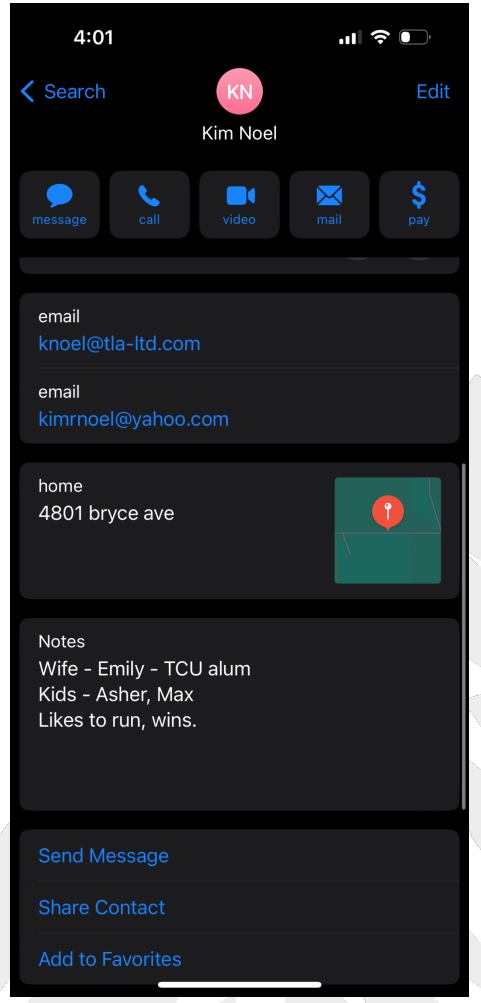
What are you putting into the relationship?

- Ask questions, focus on the customer, take notes to remember, care about what they care about

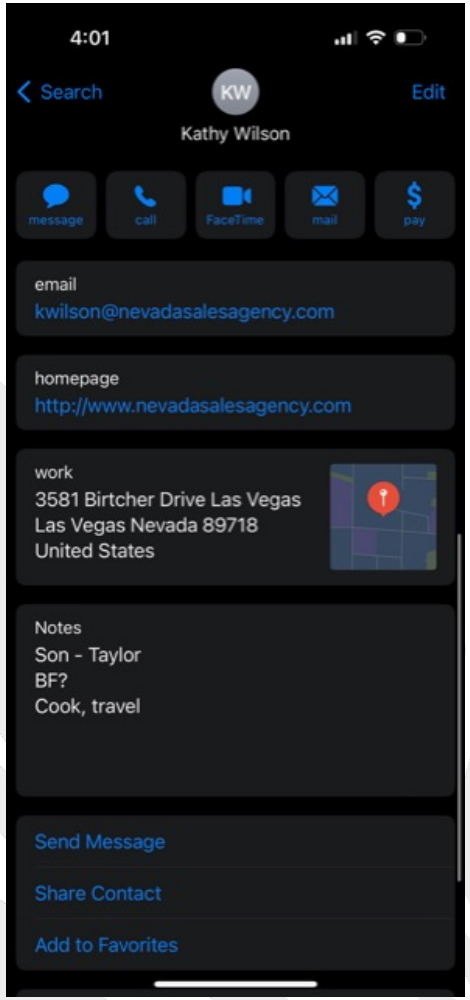
- Kid's names/Spouses
- Alma Mater/Kid's Schools
- Pets
- Hobbies

Sales Excellence: Leveraging your agent to work harder for you

Relationships - People do business with people they like.

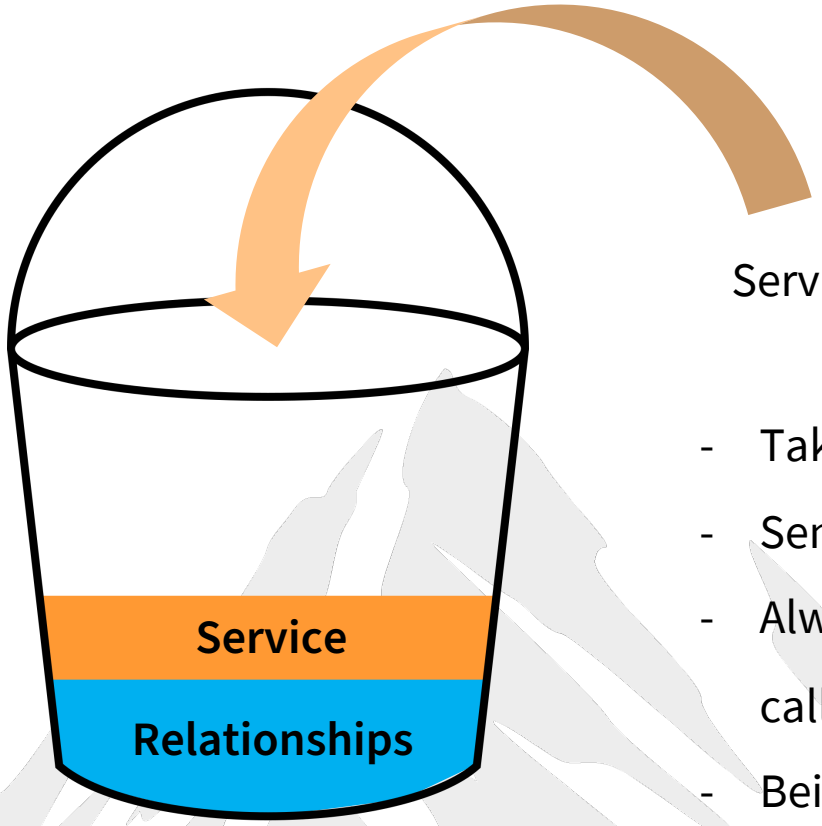


- Take notes in contacts can help – you can access these whenever you are making calls. Can easily add while on the road with these individuals



Sales Excellence: Leveraging your agent to work harder for you

Service – Agents want the path of least resistance.

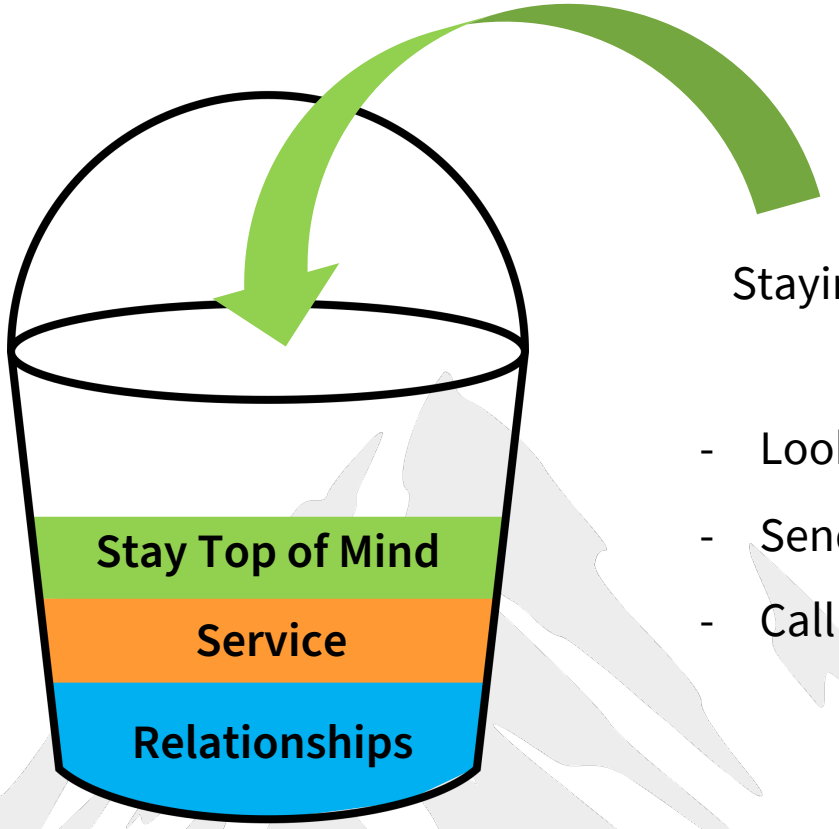


Service – how can you out service other brands?

- Taking care of problems
- Senso Concierge
- Always getting back to questions asked – take notes on sales calls and send recaps
- Being a Luminii expert, if you don't have the answer at your finger tips, find a way to get the answer quickly. Minutes not hours

Sales Excellence: Leveraging your agent to work harder for you

Showing up – Stay top of mind – just being there can get you an order or spec.

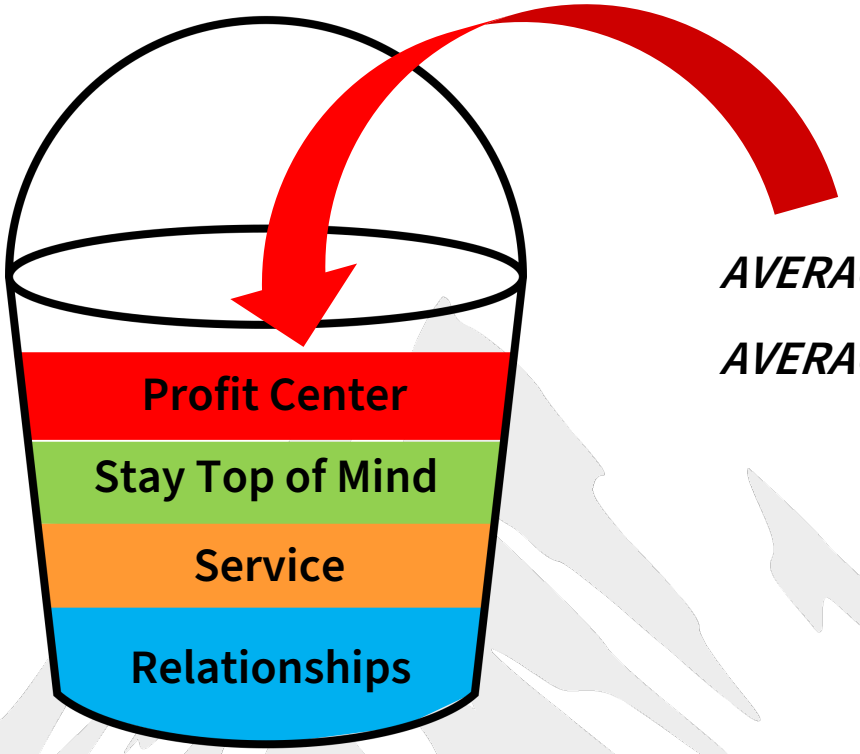


Staying top of mind – how can you stay connected?

- Look for reasons to reach out
- Send personal notes
- Call just to say “Hi”

Sales Excellence: Leveraging your agent to work harder for you

- **Profit Center – We are a top 10 profitability line for most agents**

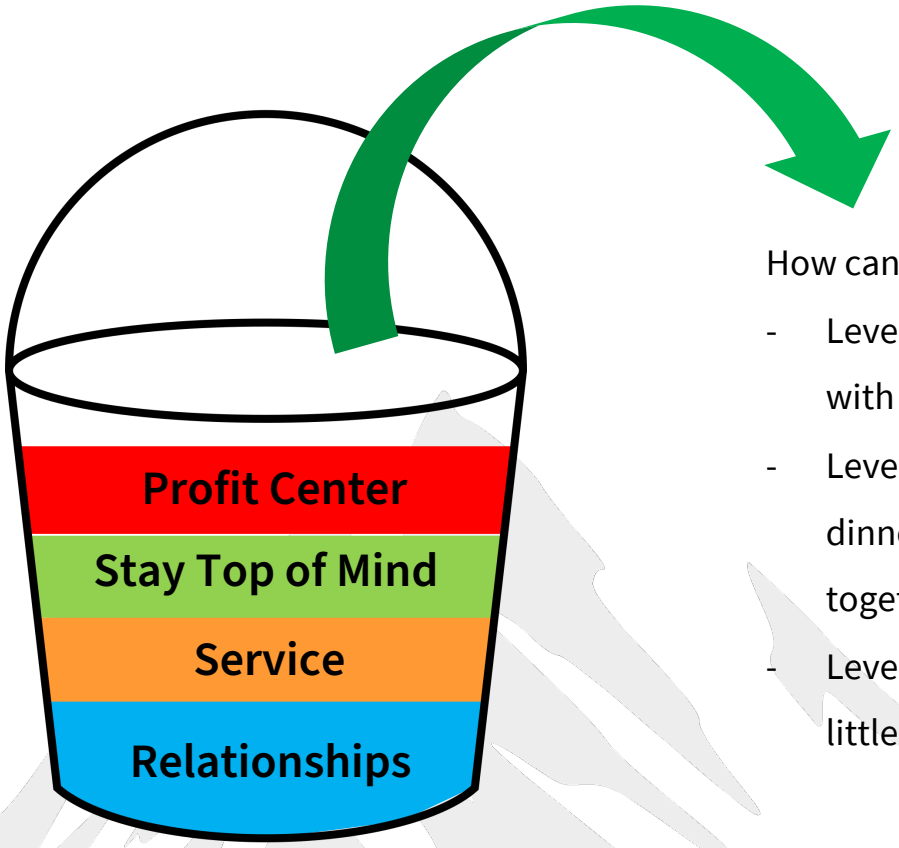


AVERAGE AGENT MARGINS ACROSS ALL BRAND: ***12%***

AVERAGE AGENT MARGINS WITH LUMINII BRANDS: ***24%***

Sales Excellence: Leveraging your agent to work harder for you

- **Leverage! Once you have built the relationship, it is time to utilize it for growth!**



How can you utilize this?

- Leverage your current business for further business – “Hi Jon, LOVE doing Luminii work with you – we should try to utilize some our Senso products on your next project”
- Leverage Data Points - “Hey Suzie, we have done 2 days of calls together, a client dinner, and I am I think I am super responsive - why aren’t our numbers better together?”
- Leverage your personal relationship - “Hi Tammy, how are the kids?? I am doing well, a little stressed about making my Senso number for the year, you got anything for me?”

Sales Excellence: Leveraging your agent to work harder for you

CHALLENGE ACCEPTED!

- Determine who at each of your agencies you have strong enough relationships with.
- Put together an action plan to develop a new key relationship at each agency, maybe it is the head of quotes or contractor salesperson you don't currently do much business with.
- Revisit action plan in 6 month with your sales lead, are you at a spot where you can push this person for more business? If so, get moving!

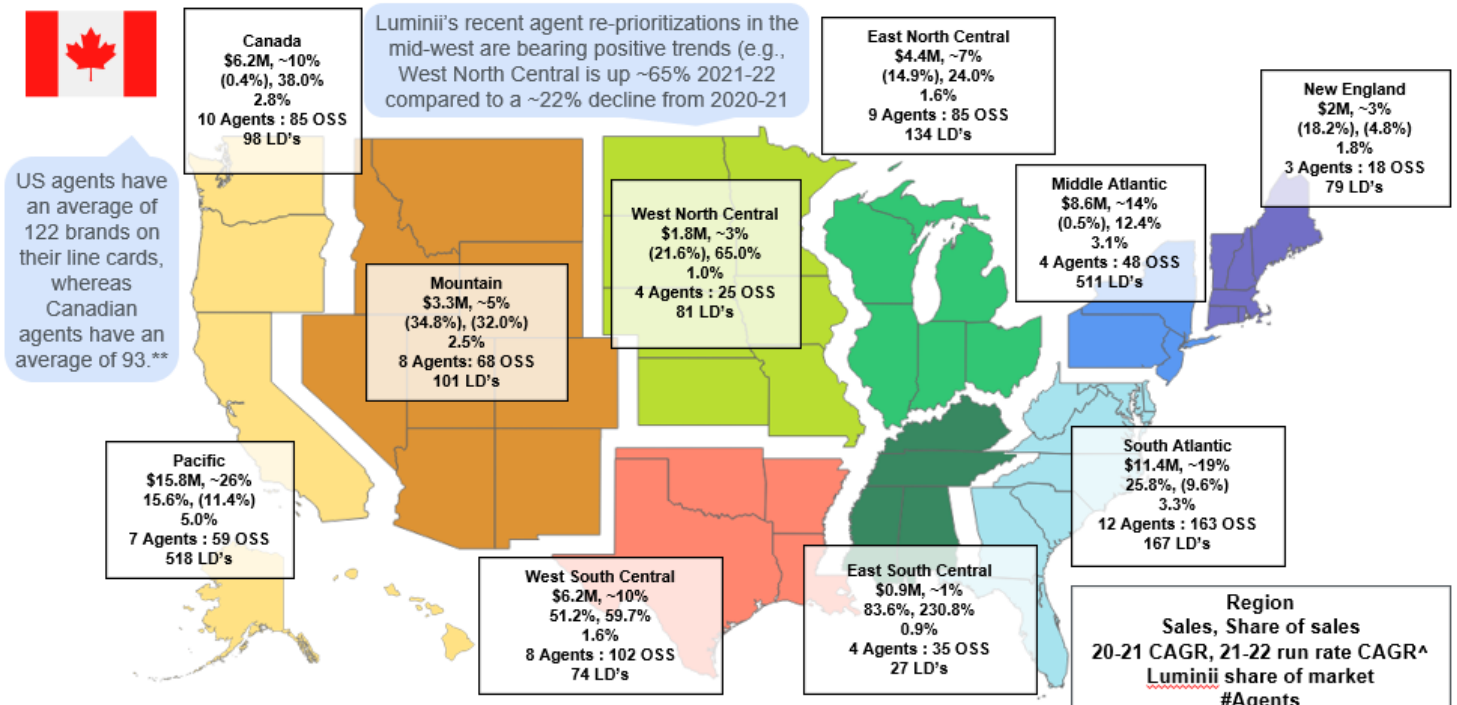
LUMINII

CUSTOMER ACTIVATION

NA SALES COVERAGE

Luminii's share varies meaningfully by region, with the highest share in the Pacific; underpenetrated regions could represent incremental opportunity

Region overview (2021 revenue and % of revenue*)



Note: * Percentages may not sum to 100% due to rounding; does not include RCL/Precision Lighting sales; ^2021-22 CAGR calculated by comparing sales for January – April 2022 to the same period for 2021 as full 2022 data is not available; ** Line card assessment based on a sample of 65% of US Luminii agents across all regions and 100% of Canadian agents

Source: Management data; L.E.K. research and analysis

luminii LEK

luminii

CUSTOMER ACTIVATION

SALES COVERAGE MODELING –

LIGHTING DESIGNERS (LD'S)

REGION	% OF SALES	RSMs	SENSO SDR	AGENTS	OSS/PPL	LD's	% OF LD's
Canada	10%	1.25		10	85	98	5%
Pacific	26%	1	0.6	7	59	518	29%
Mountain	5%	0.5	0.12	8	68	101	6%
West North Central	3%	0.65		4	25	81	5%
West South Central	10%	0.5	0.24	8	102	74	4%
East South Central	1%	0.5		4	35	27	2%
East North Central	7%	0.55	0.24	9	85	134	8%
Middle Atlantic	14%	1.35	0.24	4	48	511	29%
South Atlantic	19%	0.9	0.12	12	163	167	9%
New England	3%	0.8	0.24	3	18	79	4%
Total		**8**	**1.8**	**69**	**688**	**1782**	

AGENT PER LD	LD PER RSM
94%	72
11%	345
67%	155
31%	125
138%	99
130%	54
63%	244
9%	379
98%	134
23%	99

COMMENTS

- Path to market is through the Agent's teams: Principals, Specification Sales teams, and Contractor Sales teams
- Analysis displays the coverage model from the Agent to the LD's in their markets
- Analysis also shows Luminii's RSM coverage for the LD's
- Mid Atlantic (NYC) is largest lighting market with the lowest coverage ratio to LD's
- Pacific (LA) 2nd largest lighting market has second lowest coverage ratio to LD's

SPECIFIER DATA – YTD DECEMBER SALES

SPECIFIER GROUP	SIZE	COUNT	TOTAL SALES	% OF TOTAL
A	200,000<	71	$32,760,632	52%
B	50,001-199,999	176	$16,884,940	27%
C	50,000>	1,362	$12,832,803	20%

TOTAL SALES

$62.478M

GROUP A HAS SALES RANGING FROM $200K-$1.456M

SPECIFIER DATA – YTD DECEMBER SALES

FIRM	COUNT OF LDS	SIZE	2022 SALES
Studio 321	1	A	$1,056,248
Brian Orter Lighting Design - NY NY	19	A	$585,831
Horton Lees Brogden Lighting Design - LA	27	A	$515,167
Stantec Consulting Engineers	2	A	$391,430
Lighting Design Alliance, Inc. - Long Beach, CA	4	A	$391,017
MORLIGHTS	1	A	$380,235
Atelier Ten USA LLC - NYC	1	A	$358,003
Bliss Fasman Inc.	1	A	$351,082
Illuminating Concepts	4	A	$320,415
Tillotson Design Associates	2	A	$288,674
Illume ME Engineers	1	A	$262,277
Essential Light Design Studio - Dallas, TX	5	A	$257,649
Syska Hennessy Group	3	A	$256,905
The Lighting Practice - Philadelphia, PA	2	A	$253,639
Brandston Partnership Inc. (BPI)	3	A	$245,882
SBLD - Susan Brady Lighting Design	12	A	$242,106
Kugler Ning Lighting Design	16	A	$231,202
Hugh Lighting Design LLC	3	B	$188,865
Dark Light Design	4	B	$180,959
eSquared Lighting Design	5	B	$179,967
Oculus Light Studio	1	B	$178,989
Mulvey & Banani Lighting	3	B	$164,700
Lam Partners Inc	11	B	$163,871
Fisher Marantz Stone Architectural Lighting	8	B	$151,751
Fisher Marantz Stone Architectural Lighting	13	B	$151,751
Gwen Grossman Lighting Design	4	B	$144,958
Focus Lighting Inc.	34	B	$144,292
Lux Populi SA de CV - Mexico	5	B	$140,861
Kugler Ning Lighting Design, Inc.	1	B	$140,486

TOP 30: $8.319M

$12.165M TOTAL

SPECIFIER DATA – GROUP A DETAIL

SPECIFIER	2022 YTD SALES
Stan Deutsch Associates	$1,456,441
Performance Lighting Systems	$1,432,337
Federated Lighting Maryland	$1,321,777
Nevada Sales Agency	$1,251,143
Architectural Lighting Alliance (ALA)	$1,152,324
Studio 321	$1,056,248
House Agent	$1,021,755
OCS Lighting & Control	$882,682
KSA Lighting	$856,388
Spectrum Lighting - Austin TX	$820,673
Sea-Tac Lighting & Controls LLC	$808,287
Gensler	$806,615
Saint Louis Lighting Group	$774,098
Ardd + Winter (Atlanta)	$601,752
Lighting Systems	$599,087
Brian Orter Lighting Design - NY NY	$585,831
Diversified PA	$578,862
Starbucks	$561,785
Salex Inc Toronto	$533,992
Horton Lees Brogden Lighting Design - LA	$515,167
Lighting Dynamics	$510,924
Leesman Lighting	$506,597

SPECIFIER	2022 YTD SALES
Ceilings Plus	$454,921
Visual Interest	$452,223
Stantec Consulting Engineers	$391,430
Lighting Design Alliance, Inc. - Long Beach, CA	$391,017
MORLIGHTS	$380,235
Exposure MA-E RI	$369,530
Boka Powell LLC	$369,324
Atelier Ten USA LLC - NYC	$358,003
Inter-Lite Sales Inc.	$351,866
Bliss Fasman Inc.	$351,082
Specialty Lighting Group - Centerbrook, CT	$334,047
Lesco Lighting Technology	$330,119
HKS Inc Dallas	$325,338
Illuminating Concepts	$320,415
Salex Inc SW Ontario	$315,352
Gensler & Associates - Los Angeles	$313,113
CJL Engineering Inc	$295,088
R.C. Lurie Company	$290,756
Tillotson Design Associates	$288,674
Solid State Lighting Hawaii	$287,265
Repco II Inc	$283,825
Lighting Solutions	$278,352
Metal Design Systems Inc	$276,289
L'Observatoire International	$274,640
Spectrum Lighting - San Antonio TX	$273,024

SPECIFIER	2022 YTD SALES
Illume ME Engineers	$262,277
The Johnson Studio	$260,755
Essential Light Design Studio - Dallas, TX	$257,649
Syska Hennessy Group	$256,905
Sesco - Orlando (Maitland FL)	$255,114
LSW Lighting Ltd. Edmonton	$253,874
The Lighting Practice - Philadelphia, PA	$253,639
Bold New York	$252,909
LSW Lighting Calgary	$249,124
Brandston Partnership Inc. (BPI)	$245,882
GMLD	$245,351
Smith Lighting Sales	$242,422

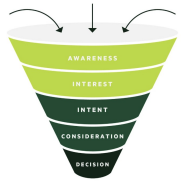
SPECIFIER – SAA	2022 YTD SALES	SIZE
Studio 321	1,051,650	
Jeep	435,141	A
Illuminating Concepts	320,415	A

$32,760M YTD SALES

DATA DRIVEN DECISIONS

Sales Excellence: Pipeline Management

Sales Excellence: Aligned Sales Systems : Pipeline Management

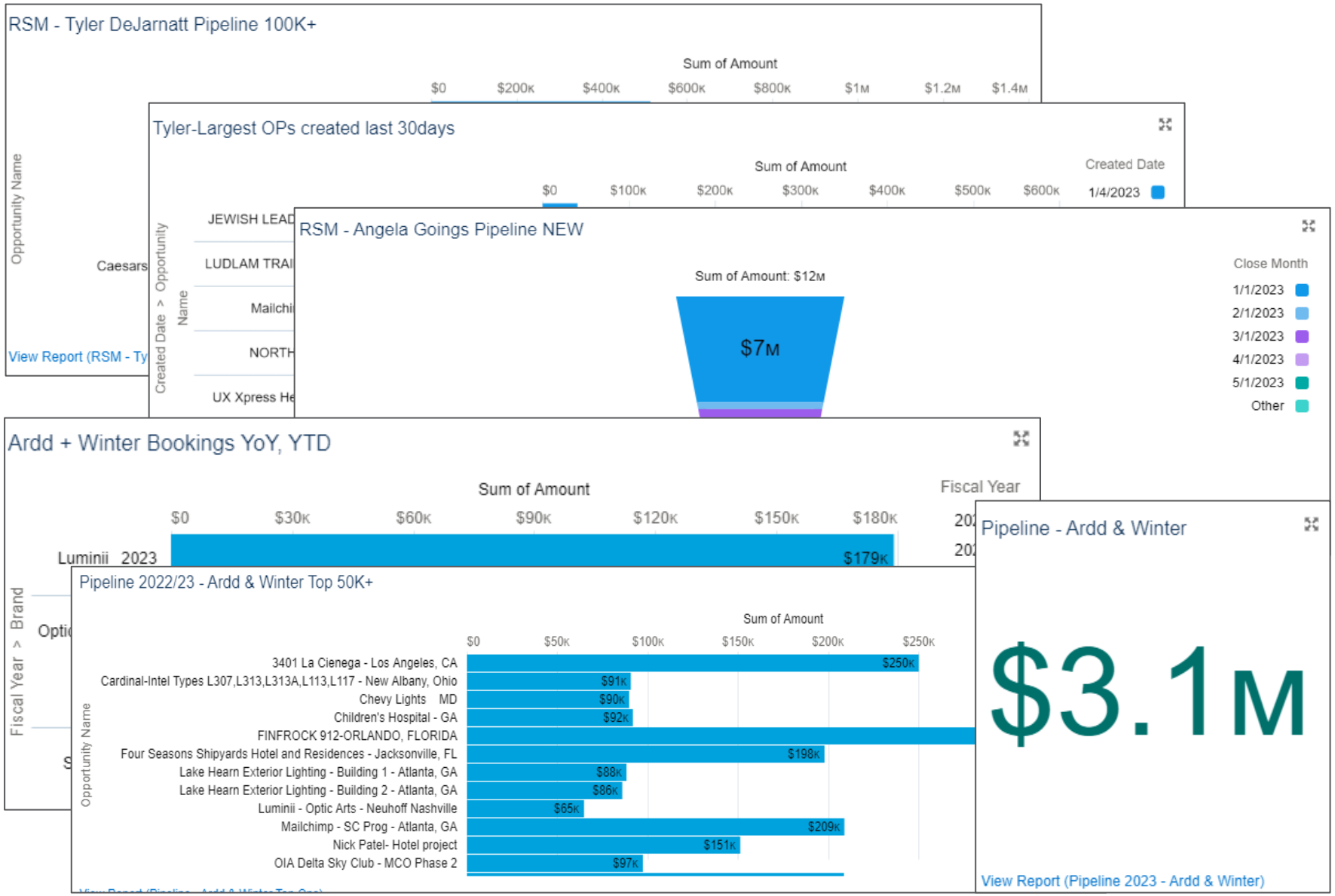


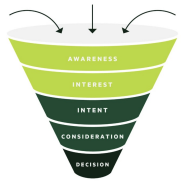
- Proper Management of your pipeline gives you the insight you need to hit your targets every time.
- It gives you the ability to make adjustments earlier on and see where you're at in real time.

Essentials in managing your business...

1. How to find, view and interpret your funnel information.
2. Understanding the sales stages, amount in each stage, close dates and conversion tendencies.
3. Managing your funnel on a regular basis.
4. Interpreting your funnel and making adjustments to prioritize your actions to increase your chances of success.
5. Knowing what characteristics do you want your funnel to mirror?
6. Implement sales actions to maximize the success of your pipeline.
7. Utilizing the tools, you'll use to help you maintain an accurate funnel.
8. Being able to interpret and forecast your pipeline to a degree of accuracy.
9. Knowing your KPIs cold
10. BALANCE!!

Sales Force Reporting





Bi-Monthly Dashboard

- Pipeline
- Backlog
- Large Ops (Last 30 days)
- Booked
  - Quarter
- Shipments
  - MTD
  - Quarter
  - Estimated this month

Agent Dashboard

- Quote YOY
- Bookings YOY, YTD
- Pipeline
- Top Opportunities by the large amounts
- OPS
  - Created MTD/YTD
  - Closed won MTD/YTD
  - Shipped MTD/YTD
  - Closed Lost MTD/YTD

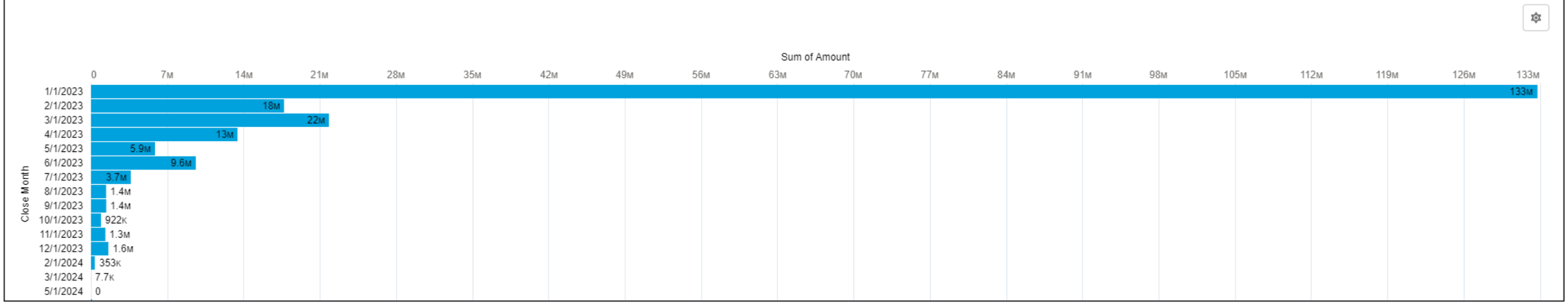
2023 Pipeline

Report: Opportunities
2023/2024 Pipeline
2023 Pipeline

Edit

This report has more results than we can show (up to 2,000 rows). Summary information is calculated from full report results.

Total Records	Total Amount
5,419	$213,739,502.21



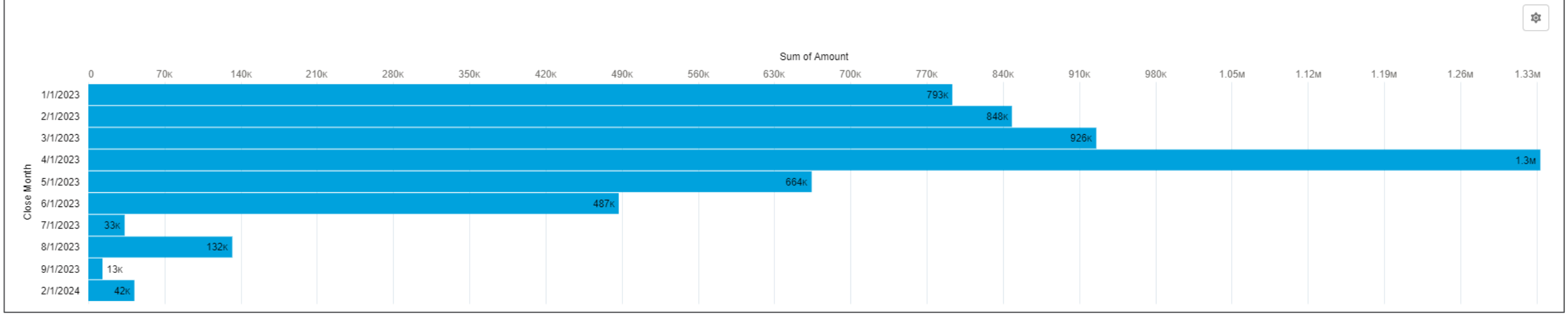
- Represents an uneven distribution of Pipeline, a huge portion pushed into January 2023, 133M, companywide.
- Close dates on opportunities determine the pipeline, Close date is an estimated date until we receive a sales order for the opportunity.

Andrew is our Pipeline Star

Report: Opportunities
RSM - Andrew Corrie Pipeline NEW

Edit

Total Records	Total Amount
321	$5,272,844.21



- Represents an even distribution of pipeline
- Closed dates have been pushed on Andrew's Opportunities

Sales Excellence: Pipeline Management

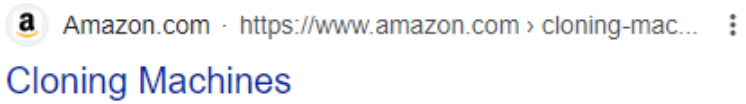
Interpreting the Funnel

	Clogged Pipeline	Whistle Pipeline	Martini Pipeline	Ping-Pong Pipeline	Teardrop Pipeline
Identifiers and Symptoms	Everything Stuck in Stage 2-Defines Need	Objectives don't appear until later stages	Top heavy, lack of advancement to Stage 2	Objectives and probabilities bounce around	Disproportionate revenue in late stages
	Not much coming in or closing	No Clear visibility	Extended sales cycle length	No funnel velocity	Objectives don’t appear till later stages
	No Funnel velocity			Difficult to do any reporting or forecasting	Late-stage backlog
Risks	Overly reactive	Inability to manage sales and performance proactively	Potential for short-term revenue risk	Revenue shortfall and missed forecasts	Concentration Risk
	Low closing ratio	Inability to gauge when to deploy personally and when to pull in resources	Potential Concentration risk	Perpetuates thought process of "out of our control"	Hero or Zero
	Risk of short-, mid- and log term revenue				Long-term revenue shortfall
					Inconsistent pipeline and performance
Corrective Action	Greater emphasis on discovery and needs assessment	Adhere to exit criterira	Complete Deal reviews on early-stage ops to ensure right strategy in place	Adhere to exit criteria	Validate the opportunities are as advanced as you have them
	Strengthen how you communicate/ illustrate your value proposition		Ensure hygiene of early-stage opportunities	Ensure you have a good understanding of buyer persona and maps	Focus on creating new opportunities
				Close opps vs. moving them backwards	

Sales Excellence: Contact Strategy

Challenge:

<u>How do you multiply yourself</u>?



Amazon cannot help with this….

Mastering your time management by;

-Reviewing your calendar at the beginning and the end of your day

-Scheduling important calls, logging calls in SFDC, and tasking yourself with a follow-up reminder

-Time blocking your calendar to focus your time on closing specs, important follow-ups

<u>How do you make the marketing content work harder for you</u>?

Know your Client

- **Understand your audience, your specifier's journey and your specifier persona. Accurate account assignment inside SFDC will determine the audience for specific marketing**

Social Media

- **Re-post marketing items from Luminii accounts to your feed, Instagram, LinkedIN, your followers will see it and you can follow up with them later**

Sales Excellence: Contact Strategy for Specifiers

Desired State:

A specifier - you should be “in person” 3-4x’s yr (incl. tradeshows)

A specifier – you should email good inspiring content 1/month

A specifier – cover with Social

B Specifier – 2x’s /year

B Specifier – 1 email/qtr

B specifier – cover with Social

C Specifiers – Phone or email 1/qtr

C specifiers – Covered by Social

Tactics:

****A specifier is defined as an individual contact vs. the spec firm**

Tactics: Get your Agent to work harder for you

Get your Spec. Sales Rep to introduce you to new specifiers that you don’t know

Get your Spec Sales Rep to set up 3-4 calls per year and get them booked

Get your Spec Sales Rep to find a date for golf, sailing, dinner, drinks, whatever….

Sales Excellence: Contact Strategy

Challenge:

- **Specifiers don't have time/chose not give up their time for traditional sales calls**
- **Luminii has so many great things to talk about, you can never get through it in the time allotted**
- **Taking a relationship for granted**

How do I stay stop of mind with customers?

Sending an email or tagging your customers on social is a great way to stay engaged.

Here's a strategy:

Every Friday of the month, schedule yourself in the office. Map out the top specifiers in your market?

Can you call them on a Friday to just have a chat? If yes,

Managing a key relationship is more important than building a new one. Yet, you need to ask yourself, do you have enough relationships to drive your territory.

Speaking Opps + Webinars

Interested in learning more about [TOPIC] as it relates to [#INDUSTRY]? Join me and [NAME OF WEBINAR ORGANIZER] for [NAME OF CONFERENCE]. See you there! [EVENT HASHTAG, IF APPLICABLE] [LINK TO EVENT PAGE]

I'm looking forward to speaking about [TOPIC] at [NAME OF CONFERENCE] on [DATE]. RSVP here: [LINK TO EVENT PAGE] [EVENT HASHTAG, IF APPLICABLE]

From networking with peers to presenting about [TOPIC], I had a blast at [NAME OF CONFERENCE]. Stay tuned as I share my top takeaways from the event with you. [EVENT HASHTAG, IF APPLICABLE] [#INDUSTRY/CITY]

Blog Posts, Articles, and Resources

Are you looking for #lightingdesign ideas for your next [#INDUSTRY SECTOR] project? Check out these tips on Luminii's blog. [LINK TO BLOG POST ON LUMINII.COM]

How does [TOPIC] impact [#INDUSTRY]? Check out Luminii's latest blog post to learn more. [LINK TO BLOG POST ON LUMINII.COM]

I enjoyed speaking with [@REPORTER] of [@PUBLICATION] about [TOPIC]. Check out the article to learn more. [LINK TO NEWS ARTICLE]