

Benefits of Corporate / Affiliate Membership

Great Reasons to Join

The **South African Institute of the Interior Design Professions (IID)** is the professional body for interior architects, interior designers, interior decorators, suppliers, education institutions as well as individuals / businesses that provide services to the Interior Design industry.

Joining the IID enhances your interior design career and your business. Being a member of your professional body tells people that you're serious about interior design.

IID corporate membership benefits include:

Professional Recognition & Status

- Credibility by belonging to the professional body.
- You can display your status as an IID corporate member in your place of business, on your website, on your business cards and in business directories. It reassures customers that you are an established and recognized supplier to the industry.

Marketing

- Access to the IID membership list to market your products / services.
- Host IID meetings / events to promote your company, products and services to members.
- Advertising and promotions in IID newsletters.
- Listing of company, products and services (webpage) on IID website
- Host talks, facilitated by the IID, at Approved Education Institutions to educate students about your company, products and services.

Support

- Investigation / mediation services in the event of a dispute between a member, supplier and the public.

Public Awareness

- The IID actively promotes awareness of the value of engaging professional suppliers that are registered with the Institute.
- Exposure is via press, media, exhibitions and the IID website.

Referral Service

- Prospective clients looking for interior design services and/or suppliers are directed to IID members (via the IID website).
- This online referral service is actively promoted via advertising and through a number of publications.
- Members also have access to a database of registered suppliers and manufacturers within the industry.

Industry Promotion

- The IID maintains an annual stream of promotion about the aims and values of the professional body to reinforce the professional standing of members to industry.

Information

- Stay up-to-date with the industry. The IID provides you with information on the industry, the business of interior design, news, events and products.
- Info is disseminated via publications, email updates, newsletters, events and the IID website.

Member Discounts

- The IID negotiates discounts and special offers for members on events and conferences organised by the Institute and by third parties with similar interests.



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Education / Continuing Professional Development (CPD)

- The IID annual program of CPD workshops and seminars promote continued learning as a key element of professional interior design practice.
- CPD provides opportunities for Corporate members to keep their staff informed on the latest developments taking place within the industry.

Newsletters and Magazines

- **iid insight** is the IID's national monthly e-newsletter containing the latest industry news, designer interviews, awards, events and other items of interest to IID members.
- IID members also receive complementary subscriptions to leading trade publications such as Designing Ways.

Networking

- A valuable benefit of membership is participation and networking with the members. It provides members with a wealth of business contacts and is a great opportunity for you to stay visible, exchange ideas, discuss individual viewpoints, identify co-operative opportunities and rub shoulders with some of the leaders in the profession. Networking is also important to gain a broader perspective of both macro and micro economic and industry trends.

International Links

- Membership of the International Federation of Interior Architects / Designers (IFI) enables the IID to act as a formal contact point between the South African Interior Design profession and international design organizations.
- This, along with affiliation with other industry bodies, gives you access to designers, design events and information from all over South Africa and the world.

Participation on Committee

- As an IID member, you can gain knowledge and contacts to build your career and further your interests in the interior design professions by participating in the IID National Committee on a national or regional level.
- The IID is also approached by Government and industry bodies looking for representatives to provide input into planning and policy as well as to judge industry awards.

Lobbying & Policy Formation

- The IID communicates and negotiates with Government and makes submissions to enquiries and Government committees on matters of interest to the Interior Design profession.
- We also represent and manage member's interests in Government with the formation of policies affecting the industry.

Corporate Social Responsibility

- Opportunities to get involved with socially responsible design initiatives facilitated by the Institute.

The IID list of benefits grows and changes as new initiatives are undertaken.

If you have any questions please contact **Fehmida Jordaan** on 011 486 0450 or mpl@iidprofessions.com.

