

Benefits of Candidate / Professional Membership

Great Reasons to Join

The **South African Institute of the Interior Design Professions (IID)** is the only professional body for interior architects, interior designers, interior decorators, education institutions and suppliers to the Interior Design industry in South Africa. 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. It indicates your status as a business professional with valuable industry skills.

IID professional membership benefits include:

Professional Recognition & Status

- Gives you credibility by belonging to a professional body.
- You can display your status as an IID professional interior architect, interior designer or interior decorator in your place of business, on your website, on your business card and in business directories. It reassures customers that you are a qualified professional.
- Use your IID membership card to access fee reductions and special offers.

Support

- Investigation and mediation services between members, suppliers and the public in the event of product, service or contractual issues.

Public Awareness

- The IID promotes awareness and recognition of the status of professional members to Government, public and business communities.
- Exposure is via press, media, exhibitions and IID website.
- Listings of Professional members in trade and consumer directories.

Referral Service

- As a core benefit to members, the IID maintains an online database of members and their areas of expertise/specialisation.
- Client referrals for prospective clients looking for interior design services are done via the IID website.
- This online referral service is actively promoted via advertising and through a number of publications.
- This also offers members online 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 and interior design to reinforce the professional standing of members to industry.
- A referral service provides industry with a contact point for introductions to IID members.

Information

- Stay up-to-date with your profession. 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 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.

Business and Fee Information

- The IID provides business contracts and a professional code of conduct to assist members to set up / run their businesses.
- It also offers guidelines on fee structures to keep up to date with changing industry fees.

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.
- The purpose of CPD is to ensure professional members maintain the highest possible standards of practice through member's commitment to continued learning.

Newsletters and Magazines

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

Networking

- Many of the most valuable benefits of membership result from participation and networking with your professional peers.
- 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.
- It gives you a sense of not being alone out there and having the support and camaraderie of your fellow members.

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 Professional member, you can gain knowledge and contacts to build your career and further your interests in the Interior Design profession 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 awards.

Lobbying & Policy Formation

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

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

