



BUSINESS DEVELOPMENT B2B & B2-Your Pro Customer

**Continuing Education Strategies
to Engage Design Professionals**

CEU PLAYBOOK

How to Get Into the Room,
Stay in the Room and
Be The Trusted Resource

If you have any questions or want further information:
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01 Today's architects are not looking just for products.

They are looking for:

- Healthier environments
- Sustainable solutions
- Better outcomes for people
- Continuing Education (CPD, CEUs, LUs) required to fulfill licensing regulations
- Educational Credits that carry the Health, Safety, Welfare Approval
- Relevant, valuable content
- Companies who will make their jobs easier & projects better.

02 CEUs are not education. They are access.

Continuing Education Presentations from Color Guild are door openers to meet and engage professionals who will specify your premier products. CEUs are the only professional tool that guarantees an architect will invite you in, give you an hour of their time, and gather their entire team to listen.

- The Status Shift: A CEU transforms you from a "product pusher" into a Trusted Resource.
- **The Outcome: Trusted resources become the go-to person and get written into specs with premium products.**

03 Your role is not to sell. Your role is to engage.

You become the trusted resource.



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Deliver Anytime: Your Own CEU
Compliance & Coaching



S T A R T H E R E !

Your Professionals & Their Needs

With CEUs, you are solving a mandatory legal requirement for over 200,000 Member professionals and countless other professionals worldwide.

By offering accredited Continuing Education Courses you provide the "currency" they need to keep their licenses and the information they need to specify your paint and understand how to use color for human health. All Color Guild CEUs are accredited by the American Institute of Architects (AIA) and International Design Continuing Education Council (IDCEC) for 1 HSW (Health, Safety, Welfare) credit.



- Architects: 101,000+ AIA Members (US & International)
- 5,000+ RAIC Members (Canada).
- Interior Designers: 35,000+ IDCEC Registered Professionals (ASID, IIDA, IDC and others).
- Cross-Industry Reach: Your HSW credits are also accepted by 55,000+ NKBA members and 8,000+ CSI members.
- Many professional design organizations in other countries honor AIA and IDCEC (International Design Continuing Education Council) credits, or have pathways to request accreditation for them. AIA continuing education is recognized globally for meeting high standards in many licensing jurisdictions.
- The Mandate: AIA International requires 18 Learning Units (LUs) annually; 12 must be HSW. State requirements differ. Other organizations have varied requirements as well.

While AIA/IDCEC have large memberships, the **pool of licensed or active designers, architects is significantly larger**, particularly in fields like kitchen/bath design (NKBA) or specifications (CSI), and those seeking only state regulations or requiring other robust self-reporting mechanisms for compliance and AIA & IDCEC are widely respected.



CEU Marketing – You Decide

How Do You Wish to Engage?

Lunch & Learn

Time Investment: 2–3 hours total

Return: Direct access to full team + specifiers

Cost:

- Lunch (do not skimp—this reflects your brand)
- Place materials & spec docs in libraries

Chapter Meetings

High Visibility – Local or Regional Level

AIA / RAIC – IDCEC / IDC / NKBA / CSI

OAA (Ontario), AIBC, NWTAA, etc.

Multi-firm exposure

Live Presentation – Builds Credibility Instantly

- Cost: Lunch or Happy Hour

Future Pro's: A&D Schools, Design Weeks

- High goodwill, Long Term ROI
- Thought Leader – Not Just a Vendor

Host or Co-Host Event

High Level Move – CEU & Social

- High Leverage Partnerships
- Multi-Firm Access to Partners' Databases
- Showrooms: K&B, Flooring, Lighting, Tile
- Community Hero Events

Ideas:

- Design nights (CEU + experience)
- Unique Venue Events: Museum, Aquarium
- Design Showhouse Kickoffs Pre-View
- Outdoor CEU session
- Marketing Exposure: TV, Magazines, Social

Where Do You Want to Be Specified?

Which Segments?

- Multifamily
- Healthcare
- Workplace
- Education
- Hospitality
- Residential
- Government / Civic
- New Build v Adaptive Reuse

Spec Ready Toolkit

Have a digital and/or physical copy of these:
The CEU Course Catalogue – Color & Product

Can you provide your products support for those projects? You likely can—but have an answer for them if you are in process. This is what turns interest into specification confidence.

- Technical: VOC / IAQ, TDS, MPI
- Environmental: EPDs, HPDs, Declare Labels, GPS,
- Technical: VOC / IAQ & Embodied carbon data, TDS, MPI
- Design: High-fidelity BIM/Revit models and CSI-formatted Spec Sheets.
- Design: Color Tools, Palettes, Trends, NeuroPalettes
- Case studies
- Specifications sheets

The Master Spec

High Level Move: The Master Spec

What is a “Master Spec”? A Master Specification is: The pre-approved list of materials, products, and systems that a firm regularly uses across projects.

If you are in it:

- You are automatically considered
- You are repeatedly specified
- You are part of their workflow

If you are not:

- You are an extra step
- And extra steps rarely happen





Reaching Out & Connecting

I have found that if you invite them to an already scheduled virtual event (one of the Member Series) they don't feel like they have to make a calendar decision – they can say yes or no but they know you exist and often invite you in for a L&L.

On all correspondence let them know that **you can schedule a private lunch and learn for their firm or their professional group.**



In Person Drop Off

Handwritten “invitation”
Addressed to a person

Take the Course Catalog,
Color & Product L&Ls
Product MPI & Catalog

Something Beautiful
and unexpected...who
doesn't like a rose?

Invitation Template (Use This Everywhere)

Subject: AIA HSW CEU Invitation – [Your Topic]

Join us for our upcoming AIA HSW CEU:

“The Next Era of Multifamily: Color & the Biology of Belonging”

April 22

[Location / Virtual Link]

Register here: [Link]

If your team would prefer a private, in-house (live or virtual) Lunch & Learn, feel free to reach out directly – we'd love to bring this to you.

[Email]

[Phone]



Digital Outreach

LinkedIn

Social Media

Email

When posting anywhere,
use their @ and # to reach
them.



Discovery Search Strategies:

- Firm website → “People” / “Contact” pages
- AIA.org
- AIA / IDCED / ASID / Your Local A&D Org.
 - search include: [Your City/State] Explore:
 - Chapters
 - Committees
 - Member firms
 - Events
- State, Province , Country Based Organizations

LinkedIn
Connect (Don't just Follow)

Add a message:

“Hi — If you'd like, (ask permission and buy in) we'd be delighted to bring an AIA/IDCEC HSW CEU focused on the impact of Color on the Nervous System in many segments including Multifamily, Education, Healthcare, and more. If you would like a private Neuro Color Lunch-Learn: Me@Email.com or phone.”

HOW TO FIND THE DECISION-MAKERS

Look for these specific titles on firm websites, Professional Sites or LinkedIn:

- **The Learning/Education Coordinator:** They schedule the Lunch & Learns.
- **Scheduler / Admin**
- **AIA liaison (if listed)**
- **Office Manager**
- **Marketing Coordinator**
- **The Librarian / Resource Manager:** They curate the physical and digital libraries.
- **The Spec Writer:** They manage the Master Spec files.





CHAPTER STRATEGY

The Chapter Strategy

Local, State, Regional – AIA, ASID, IDC, IIDA, etc.

Chapters are constantly looking for high-quality content and speakers. They often schedule in advance, and for the entire next year beginning in August or September. If you reach out late August, you can ask to be included in their next year's schedule. Often the larger chapters will do an annual event, ask to be a presenter!

Reach out to the Executive Director or Program Coordinator

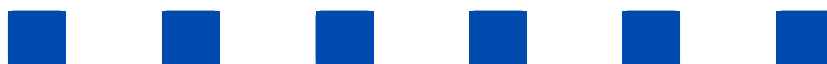
- Executive Director
- Program Coordinator

“Hello, I’m _____ from _____, and we offer certified HSW content and would love to support your chapter as a speaker and bring you a lunch-n-learn –or even step in if you have a last-minute cancellation.”

The “we can sub in” alone gets surprising responses – only say this if you can do it. Send the Course Course Catalog & Course Descriptions.

This is likely TMI on a phone call, but select any of this verbiage that resonates with your style:

“If you have need of a powerful, engaging and different color HSW CEU, we offer AIA-approved HSW CEUs focused on the impact of Color on the Nervous System in many segments including Multifamily, Education, Healthcare, Residential, etc.”





2026 HSW Color CEUs

Each HSW Color CEU is accredited by AIA for 1 HSW LU and IDCEC for .1 HSW CEU and available for In-Person or Virtual Lunch-n-Learn



The Next Era of Multifamily Design

Color & The Biology of Belonging

Understand driving forces defining Multifamily design, learn to use neuro-informed color strategies to design intuitive, connected living environments.

Biophilic Color

Taking Cues From Nature to Meet Our Human Needs in a Changing World

Discover the 11 Principles of color's impact on the human nervous system, and how the body reads and responds to the dynamic conditions of color in nature—translated into the built environment to meet the variety of human needs.

Designing Adaptive Learning Environments

The Role of Functional Color to Support Focus & Performance

Discover current research, case studies and color strategies demonstrating how environmental design influences learning outcomes across age groups and educational contexts.

Neuroaesthetics

How Color & Design Affect Subconscious Behavior

Drawing from neuroscience, environmental psychology, and perception research, color strategies to influence safety, attention, cognition, and physiological response below conscious awareness.

Design for Wellness

Trauma-Informed Design, Color, and Trends in the Built Environment to Promote Mental Health

Practical guidance for developing cohesive, neuro-informed color palettes and application strategies, with trauma-informed design principles and evidence-based color strategies applied across contemporary healthcare contexts to meet the distinct needs of diverse cohorts—from pediatrics to geriatrics.

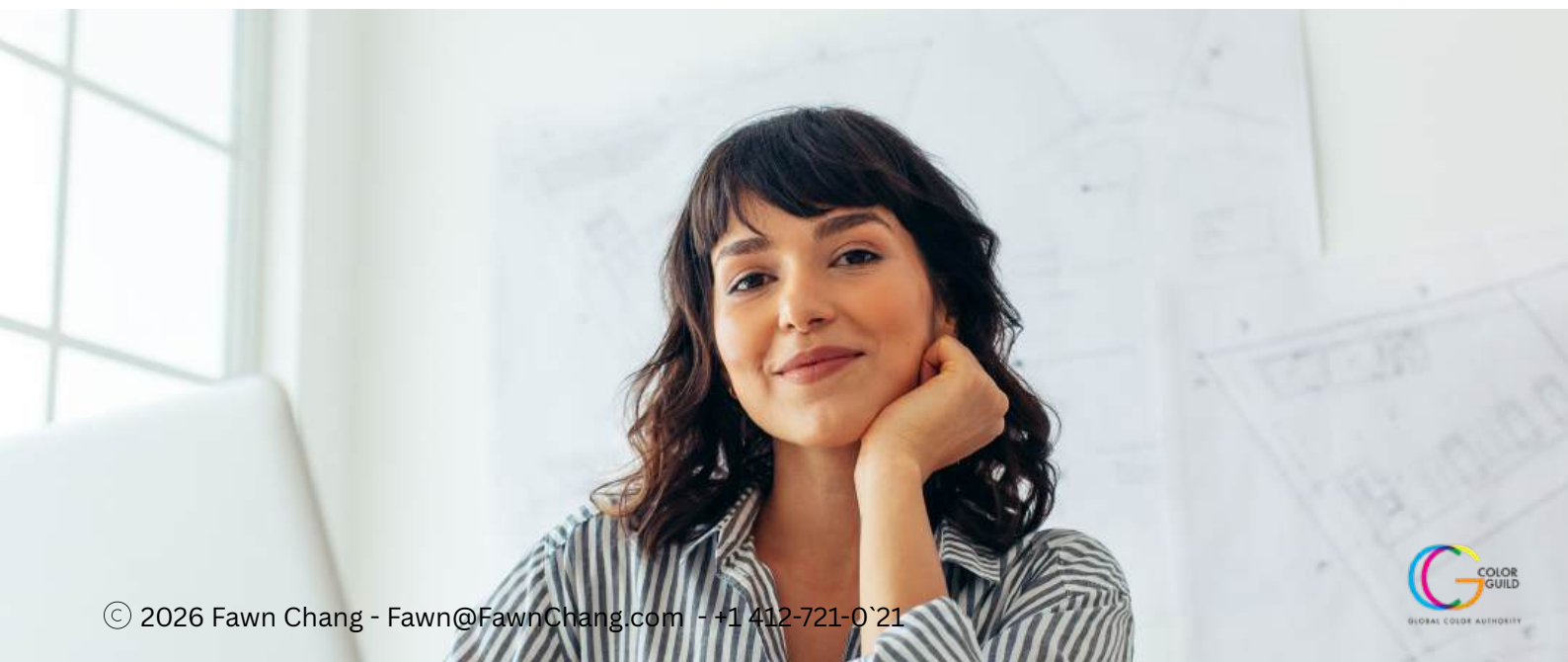
THE FOLLOW-UP GAP - CLOSING THE SPECIFICATION

Most specifications are lost because the rep stops after the presentation.

- **24 Hours Post-CEU:** Send the slide deck and a "Spec-Link" directly to your contact person.
- **3-7 Days:** AIA/IDCEC Credit must be reported. (Send Fawn attendee list)
- **10 Days Post-CEU:** Confirm all digital certificates are delivered. This is critical for their audit protection.
- **The "PK" Pivot:** They will likely initiate the conversation, but if not you can, after the CEU, ask: "I see you have [Project Type] on the boards. Would you like a 15-minute technical deep-dive on how our performance data fits those specific submittals?" Not prepared for this? Ask to schedule a time where you and your Product Expert can sit and

Remember this:

You are not interrupting an architect's day; you are improving their project outcomes. When you lead with value and support their license, you are invited into the project.



FOLLOW UP IDEAS

Set your Calendar to Follow Up at least every 60 days.

- Leverage LinkedIn/Instagram: Follow their firms to identify new project wins.
- Be Brief: A&D staff are often overworked and on tight deadlines.
- Focus on Visuals: Share high-quality project imagery, not just text, whenever possible.

The "Project Lifecycle" Follow-Up (Contextual)

Instead of asking if they have projects, ask about the specifics of current, high-level work.

- The Excuse: "I saw your firm is taking on more [specific project type, e.g., hospitality/healthcare] work. We just completed a project similar to [Reference their Project X], focusing on [specific solution, e.g., acoustics, sustainable materials]."

The Product/Material Update (Visual)

- The Excuse: "I know you are slammed, but we just released [New Product Type] that is getting great traction for [specific aesthetic trend] in boutique offices."

The "Thought Leadership" Share (Insightful)

- The Excuse: "I came across this study from [Industry Source, e.g., AIA/Deltek] regarding [e.g., net-zero compliance or post-pandemic design trends] and thought of you, especially given your work on [Project Y]."

The "Lunch & Learn": CEU or PK Update (Educational)

Update them about new CEUs and product knowledge presentations.

- The Excuse: "We just updated our CEU course on [Topical Issue] to include insights on new building codes. Is your team looking for any in-office or virtual credits this Quarter?"

Trigger Events (Social Selling)

- The Excuse: "Congratulations on the feature in [Design Publication]! The use of [element] in that project was incredible."
- Connection: Use LinkedIn, Instagram, or local design journals to spot awards, new hires, or project wins.





2026

CEU Program

Developed and Presented by Global Color Expert Fawn Chang



Why Participate?

Specifiers are 75% more likely to choose a brand they've learned from directly.

Deliver value-driven, accredited education to your specifier customers—architects, designers, and decision-makers—through turnkey CEU webinars focused on color's impact in design. These AIA and IDCEC-approved courses build trust, deepen relationships, and support business development.

Invite The Specifiers

Invite the Specifiers of your preferred firms to explore the science and application of color in environments that impact health and well-being. These sessions combine research, best practices, and real-world case studies across sectors like:

- Healthcare
- Education
- Commercial & Residential
- Hospitality & Retail
- Multifamily Housing

Design professionals will learn how color influences human behavior, supports emotional resilience, and enhances performance.

Join Us

2026 Webinar Schedule

All sessions are 1-hour HSW* CEU-accredited courses, presented virtually by Global Color Expert Fawn Chang

Wednesdays @ 10 AM PT / 1 PM ET

- **April 22:** The Next Era of Multifamily Design: Color, Light & the Biology of Belonging
- **June 10:** Biophilic Color: Taking Cues from Nature to Meet Our Human Needs in a Changing Worlds
- **September 16:** Designing Adaptive Learning Environments: The Role of Functional Color to Support Focus & Performance
- **October 21:** Neuroaesthetics: How Color & Design Affect Subconscious Behavior

*All courses are Health, Safety & Welfare Accredited

Program Options & Pricing

- **2026 Full Series*** (4 public session webinars open to all members) – \$1,000
- **Single Webinar*** (public session open to all members) – \$350
- **Private Webinar*** (your audience only) – \$500
- **Company-Owned Course & Team Training** – \$750

* Presented by Global Color Expert Fawn Chang

Secure Your Spot!



Contact Fawn at fawn@fawnchang.com or +1 412-721-0121 or register online at colorguildceus.com/fall-2025-ceu-series/



Approved Continuing Education



AIA Continuing Education Provider

Deliver In-Demand Color Strategies & Trends for Health & Wellness



Position your company as a trusted color authority.

The 2026 Color Guild CEU Series delivers the leading-edge color strategies architects and designers are actively seeking today.

Grounded in neuroaesthetics, neuroarchitecture, and color science, the series explores color's impact on human health, safety, and welfare – delivering global trend intelligence and practical applications that support wellbeing, enhance performance, and create healthier environments.

APRIL 22

The Next Era of Multifamily Design

Color & the Biology of
Belonging

JUNE 10

Biophilic Color

Taking Cues from Nature
to Meet Our Human
Needs in a Changing
World

SEPT 16

Designing Adaptive Learning Environments

The Role of Functional
Color to Support Focus &
Performance

OCT 21

Neuroaesthetics

How Color & Design
Affect Subconscious
Behavior

Join Now

ColorGuildCeus.com/2026-CEU-Series

The 2026 Color Guild CEU/Professional Development Presentation Series brings together neuroaesthetics, neuroarchitecture, and color science to address one of the most important shifts in design today: understanding how environments directly affect the nervous system. Research continues to reveal how design influences stress, focus, healing, and performance, architects and designers need tools that translate science and color usage into everyday design decisions.

How The CEU Series Works

The Series is an opportunity for Color Guild Member Companies to discover the power of the CEU Program. It is offered as a preview of the CEU presentations and also an invitation for your staff, your preferred specifier firms (architects, designers, painters, property managers.)

- **Register your company for the series, or any single Webinar.**
- **Have a private CEU**
- **Own the presentation for Business Development Reps to deliver any time.**

Upon registration, you will receive a link to register and to share with your staff and preferred firms. (1-75 virtual seats)

If you choose to invite professionals through your Social Media channels, you'll receive customized Social Media Assets & Template to begin reaching out your A&D contacts.

Following the course completion, professional attendance will be reported, Certificates of Completion will be sent for each attendee. You will receive Registration & Attendance Reports and templates to follow-up with your attendees.