IALD ENLIGHTEN AMERICAS 2020 GOES VIRTUAL, 
REGISTRATION IS NOW OPEN

CHICAGO, IL USA, 23 SEPTEMBER 2020 | The International Association of Lighting Designers (IALD), announces its Enlighten Americas 2020 will be held online for the first time on 21-22 October 2020 and registration is open. The premier conference for the international lighting design community, Enlighten Americas draws a diverse audience of leading lighting designers, lighting manufacturers and suppliers, educators, students, and other related design professionals. This is the first time Enlighten Americas is offered online, making it accessible to a broader audience of professionals in the international lighting community.

“IALD has represented the profession of lighting design for over fifty years, and this year, it is more important than ever to be that central point of connection for the greater lighting community,” said IALD CEO, Marsha L. Turner, CAE. “Our members and friends have been eager to connect this year. While we are unable to meet in-person, IALD’s Enlighten 2020 online events are our opportunity to bring our lighting community together, foster personal connections, share learnings and participate in a new virtual experience this year.”

Created for and by lighting designers, Enlighten Americas 2020 online is designed to bring our lighting community together in new and exciting ways at a time when staying connected matters most. This year’s “taste” of Enlighten Americas features the fun and interactive “Light Playground,” special social gatherings, engaging breakout discussions and 28 luminaries of lighting from around the world,—all of which can be enjoyed from the comfort of home or office.

The IALD is also offering the popular Lighting Cross Talk, now online, where leading lighting designers join lighting manufacturers in small groups for focused discussion about future product designs and needs in the marketplace. Additionally, IALD is hosting virtual exhibit rooms for sponsors to connect directly with attendees during the event.

Given the challenges that many businesses are experiencing this year, the IALD is offering its Enlighten Americas 2020 registration at a significantly reduced rate. IALD CEO Marsha Turner adds, “This decision was made so that our members can easily connect with each other and gain valuable access to continue their professional development.”

Learn more and sign up for IALD’s Enlighten Americas 2020 online at iald.me/EAonline_registration
ABOUT THE INTERNATIONAL ASSOCIATION OF LIGHTING DESIGNERS (IALD)

The International Association of Lighting Designers (IALD), established in 1969, is an international organization supporting a network of more than 1,500 lighting design professionals who satisfy its rigorous qualification process. IALD strives to set the global standard for lighting design excellence by promoting the advancement and recognition of professional lighting designers, cultivating the universal acknowledgement and appreciation of the Power of Light in human life. For more information, please visit iald.org.

IALD CONTACT

ELIZABETH RANDGAARD
IALD DIRECTOR, MARKETING + COMMUNICATIONS
PH: +1 312 527 3677
EMAIL: ELIZABETH@IALD.ORG

#END OF ITEM#