

# Residential Opportunities Tour **2012**

## A special invitation from Lutron®

LUTRON®

save energy with Lutron™ ®

# Residential Opportunities Tour **2012**

Beginning February 6, 2012, the Residential Opportunities Tour will educate RadioRA® 2 dealers, HomeWorks® QS dealers, architects, designers, builders, and remodelers on various topics.

The Tour offers targeted sessions focused on different customer types and learning areas. This allows you to maximize your time by letting you pick and choose between several different sessions including:

- RadioRA 2 and HomeWorks QS advanced technical trainings
- basic shades qualification
- sales and marketing training
- Specifier Session including CEU

**Please invite the architects and designers that you work with to the Specifier Session nearest you.**

Attendees will have the opportunity to take advantage of promotional discounts on Lutron light and shade control products, as well as buy tech kits, sales sample kits, and demos at a great discount.

## Registration

| 2012 tour dates | Locations | Registration website |
|---|---|---|
| 2-06 to 2-08 | **Coopersburg, PA** | www.regonline.com/rotcb |
| 2-13 to 2-15 | **Washington DC** | www.regonline.com/rotdc |
| 2-20 to 2-22 | **New York City, NY** | www.regonline.com/rotnyc |
| 2-27 to 2-29 | **Boston, MA** | www.regonline.com/rotbos |
| 2-28 to 3-01 | **Chicago, IL** | www.regonline.com/rotchi |
| 2-28 to 3-01 | **Los Angeles, CA** | www.regonline.com/rotla |
| 3-05 to 3-07 | **San Francisco, CA** | www.regonline.com/rotsf |
| 3-05 to 3-07 | **Minneapolis, MN** | www.regonline.com/rotmin |
| 3-12 to 3-14 | **Ft. Lauderdale, FL** | www.regonline.com/rotftl |
| 3-20 to 3-22 | **Seattle, WA** | www.regonline.com/rotsea |
| 3-20 to 3-22 | **Houston, TX** | www.regonline.com/rothou |
| 3-26 to 3-28 | **Vancouver, BC** | www.regonline.com/rotvan |
| 3-26 to 3-28 | **Dallas, TX** | www.regonline.com/rotdal |
| 4-10 to 4-12 | **Toronto, ON** | www.regonline.com/rottor |
| 4-10 to 4-12 | **Denver, CO** | www.regonline.com/rotden |
| 4-16 to 4-18 | **Phoenix, AZ** | www.regonline.com/rotpho |
| 4-23 to 4-25 | **Atlanta, GA** | www.regonline.com/rotatl |
| 4-23 to 4-25 | **Detroit, MI** | www.regonline.com/rotdet |

For questions, please contact ResiOppsTour2012@Lutron.com

**Open for session details ➔**

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## Sessions

**Register only for the sessions that are right for you.**

## DAY 1 (Choose one or both half-day sessions.)

**RadioRA® 2 Half-day Advanced Technical Session ($75*)**

**Who should attend?**

Programmers, system designers, and project managers from both RadioRA 2 and HomeWorks® QS qualified accounts

**What will be covered?**

- RadioRA 2 advanced programming concepts
- Hands-on programming exercises using the RadioRA 2 software
- Networking best practices
- Green mode
- HVAC control
- Advanced settings
- New cellular shades control
- RF diagnostics
- Timeclock Programming

*Note:* Session qualifies HomeWorks accounts for Level 2 RadioRA 2 access.

**AND / OR**

**Basic Shades Qualification Half-day Session ($75*)**

**Who should attend?**

RadioRA 2 and HomeWorks QS qualified accounts that are not currently qualified to sell and install Lutron shading solutions

**What will be covered?**

- Getting into the shading business – Leading with shades
- Installation and ordering processes for Lutron basic shading products
- Overview of Sivoia® QS wired and wireless shading solutions
- New cellular shades installation and options
- Venetian blinds installation and options
- Drapery tracks installation and options
- Hands-on Shade Configuration Tool exercises
- Overview of other Lutron shading solutions

*Note:* Completion of this course qualifies accounts to purchase Lutron basic shading products only.

## DAY 2

**Sales and Marketing Full-day Session ($150*)**

**Who should attend?**

Principals, sales leaders, and marketing leaders from both RadioRA 2 and HomeWorks QS qualified accounts

**What will be covered?**

- The Lutron strategy
  - Expanding the market
  - Finding more jobs and selling more on every job
- Sales processes
  - Sales tools
  - Effective presentations
- New business opportunities
- Marketing you and your company
  - Marketing 101
  - Lead generation and tracking
  - Market development funds – best practices
  - Partnering with other trades
  - Working with specifiers

## DAY 3

**HomeWorks QS Full-day Advanced Technical Session ($150*)**

**Who should attend?**

Programmers, system designers, and project managers from HomeWorks QS qualified accounts only

**What will be covered?**

- New HomeWorks QS products
  - HVAC, cellular shades, Finiré™ LED fixtures, International seeTouch® keypads, new Pico® controls, and new processor mounting options (LV-14, PNL-8)
- New software capabilities (updates from versions 1.3 – 3.0)
  - HVAC programming, vacation mode, third party control, edit live capabilities, new dynamic keypad features, green modes, and new Home Control+ app features including homeowner editing
- New commissioning features
  - Terminal window, setting up remote access, database extraction, remote shade limit setting, remote shade activation (wiggle), load identification (flashing), device installation report, and electronic engraving submittals
- Hands-on HVAC and Dynamic keypad programming exercises

**Please share the information below with the specifiers you work with and encourage them to attend.**

**Specifier Full-day Session with CEU (free)**

**Who should attend?**

Architects, lighting designers, interior designers, builders, and remodelers

**What will be covered?**

- Enhance your design with the colors & styles of Lutron
- Save energy beautifully
- CEU: Let the Sun Shine In | Residential Shading 101
- Lunch/Networking Mixer
- Bright ideas for your next project
- Growing your business with Lutron

*Note:* CEU has received the following credits from each respective organization: AIA 1.0 LU/HSW/SD; IDCEC 0.1 CEU; NKBA 0.1 CEU

*Co-op may be used to cover the cost of the training sessions and lodging.

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