

Promotion Kit CERTIFICANTS



Contents

Why a Promotion Kit?	3
----------------------	---

Components

Talking Points	4
Sample Email Copy	5
LinkedIn Instructions	6
Flyer (download PDF)	7
Slide Deck (download PPT)	8
Other Ideas & Contact Information	9



Why a Promotion Kit?

AAHID's number one priority is to continue growing the number of Certified Healthcare Interior Designers (CHID).

We can only do this if we actively promote awareness of the CHID credential and the benefits for the interior design profession and the industry at large.

But we're a small organization. Most of our staff time and resources go toward the administration of our certification program.

And yet we have lots of people like you – who believe in our mission.

So, won't you help us spread the word about AAHID and the CHID credential?

We've created this Promotion Kit to provide you with some tools and ideas to do this.



Talking Points

We appreciate you spreading the word about AAHID and the CHID credential when you meet with clients, colleagues, present at conferences, talk to the media, write articles/blogs – you name it!

The following are key things to say when talking/writing about AAHID and its Certified Healthcare Interior Design (CHID) credential.

About the CHID Credential

- Certified Healthcare Interior Designers are the most qualified to ensure the health, safety, and welfare of patients, residents, and staff in hospitals, clinics, and residential care facilities.
- Certified Healthcare Interior Designers are distinguished and qualified by education, examination, and work experience -- which separates them from other architects, designers, decorators, and interior designers.
- Certified Healthcare Interior Designers have a minimum of five years experience in healthcare interior design and have passed the CDIQ (formerly NCIDQ) exam.
- The CHID credential is considered the benchmark for healthcare interior design qualification on many government and private sector RFQs.
- CHID is the only credential offered for healthcare interior design.
- Certified Healthcare Interior Designers often obtain other specialty credentials, such as EDAC (Evidence-based Design Accreditation and Certification) and LEED AP (green building). These compliment the CHID credential and further distinguish an individual's expertise, but do not replace it.

Go to the AAHID website to find out more information on applying and studying for the exam, and to see who has the CHID credential.

About AAHID

AAHID is a nonprofit organization committed to the development and administration of the only certification program for healthcare interior designers. It is not a membership organization, but rather an organization that board-certifies interior designers in the U.S. and Canada that specialize in acute care, ambulatory care, and residential care facility design.

Volunteers are important to AAHID's operation. They serve on the board of directors, review portfolios, help develop study materials, and are involved in keeping the exam current.

Industry Partners are companies that believe in and support AAHID's mission to qualify and certify healthcare interior designers. The healthcare organizations that buy their products hire Certified Healthcare Interior Designers as consultants.

www.aahid.org



Sample Email Copy

We need you to be our evangelists! You know lots of other interior designers in the industry – people you've met at conferences, through ASID or IIDA, collaborating on projects, or those who work in your firm.

Please reach out to your contacts and colleagues encourage them to submit an application to get their CHID credential.

Below is sample copy. And it won't hurt to send it more than once!

To: [contacts, colleagues]

From: [you]

Subject Line: I'm a Certified Healthcare Interior Designer and You Should Be One, Too

Body Copy:

Are you looking to develop business relationships and advance your career? For ongoing growth and professional development? Networking and volunteer opportunities?

Then I invite you to submit your application for the Certified Healthcare Interior Designer (CHID) credential offered by the American Academy of Healthcare Interior Designers (AAHID).

I've found that the CHID credential distinguishes and separates me from other architects, designers, decorators, and interior designers. It's not just another credential – it's the foundation for establishing my expertise that's complimented by other credentials like EDAC and LEED AP.

If you have three years of healthcare interior design experience and have passed the CIDQ/NCARB exam or ten years of experience, then you're eligible to apply for the CHID credential.

The time and effort required to apply and study for the exam are minimal compared to what you'll receive in return for the rest of your professional career as an interior designer.

For more information or to fill out an application, go to the AAHID website [www.aahid.org].

I hope you decide to do it!

Flyer

Although there's lots of information on the AAHID website that you can point people to, sometimes you need something to hand to someone or send via email.

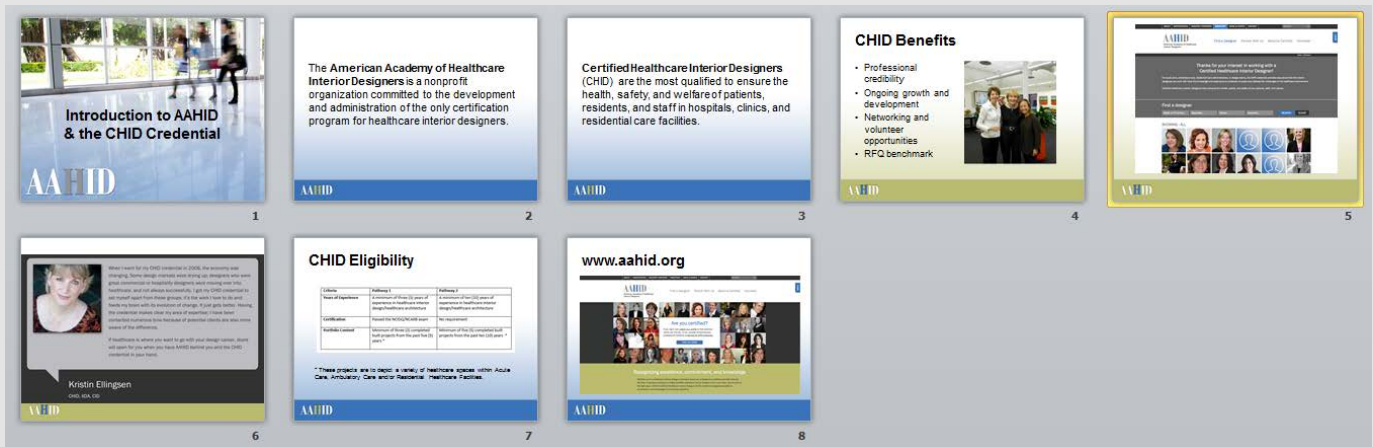
This one-page flyer is a separate PDF document that you can attach to an email or print out and use as a "leave behind" when you talk to clients or colleagues about becoming a Certified Healthcare Interior Designer.

Slide Deck

Show your support for AAHID and help spread the word about the CHID credential when you present at meetings, conferences, webinars, etc.

To insert this deck into your PPT, follow these steps:

1. Download the AAHID presentation to your computer
2. Open your PPT
3. Choose where you want to insert the AAHID slides
4. Click "New Slide" in the toolbar
5. Click "Insert Slides from Other Presentation" at the bottom
6. Choose the AAHID presentation from your computer
7. Click "Insert"
8. When the Slide Finder window pops up, check "Keep design of original slides" at the bottom
9. Select "Insert All" (or choose the slides you want to use)



Other Ideas

You probably have many more ways and other resources you can tap into to spread the word about AAHID and the CHID credential. Here's a few suggestions.

Blog or eNewsletter

If your company has one of these communication tools, do a post or article – more than once, even! Topic ideas:

- Why I'm a Certified Healthcare Interior Designer
- What it takes to become a Certified Healthcare Interior Designer
- Why You Should Hire a Certified Healthcare Interior Designer
- What's new at AAHID

Website

Put copy about AAHID and/or a link to the AAHID website on your site. Suggested copy:

Certified Healthcare Interior Designers (CHID) are the most qualified to ensure the health, safety, and welfare of patients, residents, and staff in hospitals, clinics, and residential care facilities. Find out more and see who's certified by visiting the American Academy of Healthcare Interior Designers website.

Contact

Contact Michelle Majewski, AAHID Administrator, at 847-375-6870, mmajewski@aahid.org if you have questions about promoting AAHID and the CHID credential.