



**FOR IMMEDIATE RELEASE**  
-Vancouver, March 21, 2022

## **IDIBC to chart new era for design profession at BUILDEX Vancouver 2022**

Interior Designers Institute of British Columbia (IDIBC) will release its Year 2 Strategic Plan, a milestone towards formal regulation as a profession, the organization has announced.

“Our goal is to evolve into a mainly regulatory body that follows the Professional Governance Act, while also advocating for our members,” says IDIBC President Jennifer Heffel. “The regulation of our profession will help protect and safeguard the public and raise the profile of every IDIBC member as a registered and accountable professional.”

Initiatives of the Year 2 Strategic Plan towards professional governance will be shared at BUILDEX Vancouver March 23-24. “After a great deal of due diligence, we are now well on the way towards establishing interior design as a fully recognized profession, with IDIBC providing the regulatory oversight,” adds Heffel. “This next year will be a game-changer.”

The release of the Year 2 Strategic Plan coincides with IDIBC Afternoon at BUILDEX on Thursday, March 24. A keynote panel discussion on the post-pandemic design world will be followed by IDIBC Afternoon, comprising two educational sessions: “Design Your Business: A Roadmap to Strong Practice” and “Design for Well-Being is Good Business: WELL v2 featuring BentallGreenOak’s B6 Tower”. After the sessions, we invite media to join a reception from 4:00-5:30 PM hosted by IDIBC, where you can connect with members, allied professionals and industry leaders over wine, beer, and appetizers.

For media passes to BUILDEX Vancouver, the Interior Design Keynote panel discussion, and IDIBC educational sessions, media can reach out to [amanda.dunn@informa.com](mailto:amanda.dunn@informa.com).

For more information, interviews, and/or to arrange an invitation to the IDIBC Networking Reception, please contact [media@idibc.org](mailto:media@idibc.org).

