

The banner features the Philips logo in blue on a white background, with the text 'Lighting Fundamentals' in white on a green background below it. The background of the entire page is a photograph of a modern interior with a bicycle, mannequins, and contemporary lighting fixtures.

PHILIPS

Lighting
Fundamentals

2015 U.S. Philips Lighting Application Center Course Description

E120 Systems Design Workshop

This one-day seminar provides a full introduction to systems selling for the lighting industry, centered on Philips North American Products. This class strives to comprehensively train a sales or sales support person to assemble practical and sellable solutions including fixtures, controls, and services.



Workshop Content

- **Foundation:** Lighting controls fundamentals and language in the North American lighting and electrical industry.
- **Focus:** Survey of the three Philips portfolios in controls, and how they interoperate and connect.
- **Application:** Design a system around a fixture package and get to the bill of materials
- **Value:** Explore the practical application exercises in groups to determine how they could be engineered differently, and those impacts on cost and functionality.
- **Future:** Survey of the cutting edge topics, pertaining to systems and solutions in North America.

Learning Objectives

At the completion of the E120 Systems Design Workshop, participants should be able to:

- Understand the key parts involved in assembling a lighting solution.
- Know Philips product families and talking points for a system sell.
- Be capable of assembling a control solution around a fixture package on paper to allow for a system quote.
- Know key factors in value engineering a system, and ramifications of these choices when pursued.

Logistics

The workshop begins at 9:00 AM. This class is additive in nature and requires the foundation offered in the first 2 hours to be successful the remainder of the day. Late arrivals are highly discouraged. Participants should arrive the night before. The workshop ends at 4:00 PM. Participants who are flying home should arrange flights that depart after 7:00 PM to allow travel time to and from the airport. Lunch and refreshments are provided. All materials will be provided at the workshop, and the attendee is not required to bring a computer. Other logistical details are available upon registration.

Who Should Attend

This class is designed for not only sales people being brought into systems, but anyone involved in day-to-day systems activities including customer service, presale engineers, sales engineers, and others with day-to-day solutions activities as part of their core job function.

There is no Fee for this workshop — [Register Now](#)

Scheduled dates

(please refer to www.philips.com/lightingapplicationcenter for final confirmed course dates):

April 7 – Denver, Colorado
May 12 – Dallas, Texas
June 9 – Burlington, MA
June 24 – Orlando, Florida
July 15 – Portland, Oregon
August 4 – Los Angeles, California
August 25 – Syracuse, New York
August 26 – Missouri
September 30 – Ohio
October 14 – Somerset, New Jersey

Please email Yolanda Adornato at yolanda.adornato@philips.com with any questions.

