Virtual HNA
Hardscape Education and Awards Event

January 26-27, 2021

ICPI Education has assembled two full days of comprehensive online learning options.

From basic hardscape essentials to advanced design courses, there is something for every hardscape design and installation professional.

This convenient learning forum provides an excellent chance to explore new career opportunities or gain credits toward certification.

Click the button below to explore the Virtual HNA Education site for information.

Solutions
Course sessions are led by proven professionals with many years of success in the industry.

Three Learning Tracks
Individual learning tracks focus on essential elements of hardscape business operations.

Convenient
The Virtual HNA distance-learning format saves time and cost so your entire team can take advantage of this opportunity without travel.

HNA Awards
A jury of industry leaders will recognize excellence in hardscape design and construction in both residential and commercial markets. Click the Call for Entries button here for awards submittal information.

Distance Learning in High Gear

Not all the Covid-19 created lifestyle changes have been proven unwelcome.

A great many individuals who never imagined themselves taking courses online are finding distance learning to be a surprising convenience.

Distance learning offers the flexibility to conform to your learning pace and schedule while eliminating travel time and cost.

The ICPI website provides a wealth of information about on-demand and scheduled webinars and courses for the segmental concrete pavement industry.

Explore the possibilities at www.icpi.org/learning-center

AN EDUCATIONAL PROGRAM OF THE INTERLOCKING CONCRETE PAVEMENT INSTITUTE
Tips to fine-tune your business operations to assure reliability and improve profitability:
- Setting Up Your Mobile Office to Increase Efficiency and Profits
- 3 Tips for Success with Online Reviews
- Creating Your Social Media Presence
- Business Thinking
- 5 Things Every Contractor Should Know About Respirable Silica
- Crew Safety During COVID
- Building a Better Hardscape Business
- Common Hardscaping Business Pitfalls
- 3 Policies You Can Implement Now to Improve Internal Controls
- 3 Tips for Creating a Positive Culture Today
- Hiring Solutions for Attracting and Retaining the Right People
- 4 Tips for Finding New Employees
- Developing a Better Job Ad
- Partnering with Design Professionals on Hardscaping Projects

Discover the proven tools and best practices key to delivering trouble-free installations:
- Choosing the Right (and Best) Tools for the Job
- Tool Demo 1
- Tool Demo 2
- Proper Takeoffs, VR Designs, and Layouts
- VR Demo 1
- Software Demo 1
- Designing and Installing Outdoor Living Spaces
- Increasing SRW Installation Efficiency
- SRW Demo 1
- SRW Demo 2
- Best Practices for Installing Porcelain Pavers
- Porcelain Pavers Demo
- Best Practices for Installing Natural Stone Slabs
- Natural Stone Demo

Essential skills to improve your competitiveness and grow your business and profits:
- Competitive Advantages of Concrete Pavers
- Selling on Value
- Develop a Better Sales Message
- Homebuilder and Developer Projects
- Opportunities for Permeable Pavers in Residential & Commercial Markets
- Partnering with Contractors for Marketing Content
- Turning Finished Projects into Impactful Marketing
- Upselling to Homeowners
- Identifying Ideal Clients
- 3 Questions to Ask in Every Deal
- Prequalifying Leads Using Technology and Content
- Why Relationships Matter
- The Importance of Persistence
- The Essentials for Marketing a Hardscape Company Today

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* Preliminary Course Schedule, Content subject to change. See event website for the latest details.