



# Lighting Installer Business Classes

Christmas Expo's business education program is designed to provide meaningful value for residential installers, commercial contractors, Spanish-speaking attendees, emerging business owners, experienced operators, and DIY participants. By partnering with Certified Lights and Red Sleigh Workshop, Expo has created a well-rounded education platform for the lighting installer business that combines technical training, business growth strategy, safety education, sales development, and emerging revenue opportunities.

## 2026 Education Sessions presented by Certified Lights

### **Residential Lighting Business Foundations**

A foundational session for installers looking to launch or strengthen their residential holiday lighting business, covering startup essentials, business structure, equipment recommendations, common mistakes, and growth fundamentals.

### **Designing Residential Displays That Sell**

A practical session focused on creating residential holiday displays that maximize visual impact, improve close rates, and increase average project value.

### **Safety First: Residential Installation Best Practices**

A field-focused session covering installation safety, equipment handling, jobsite risk reduction, and crew best practices.

### **Advanced Safety & Installation Techniques**

A deeper technical session focused on efficiency, advanced installation methods, troubleshooting, and improving crew performance.

### **Pricing for Profit**

A business-focused session teaching installers how to price projects properly, protect margins, and avoid underbidding.

### **Profit Strategies for Growth**

A strategic session focused on increasing revenue, improving profitability, operational efficiency, and scaling smarter.





### **Spanish-Language Education Sessions**

Certified Lights will also provide Spanish-language business and technical education for Spanish-speaking installers, including startup strategies, installation safety, customer acquisition, and business growth.

## **2026 Education Sessions presented by Red Sleigh Workshop**

### **Commercial Christmas Blueprint**

An introductory roadmap for installers ready to understand the commercial Christmas market and how to begin pursuing larger opportunities.

### **HOA & Property Manager Contracts**

A practical session on identifying decision-makers, structuring contracts, and securing recurring commercial opportunities.

### **Municipal Contracts & Public Opportunities**

An educational session focused on understanding city holiday décor opportunities, procurement basics, public-sector expectations, and positioning for municipal work.

### **Selling \$100K Holiday Projects**

A high-level sales session focused on larger opportunities, value-based selling, proposal strategy, and commercial buyer psychology.

### **Advanced Commercial Design & Program Planning**

A strategic session exploring larger holiday program development, phased installations, premium design opportunities, and scalable commercial offerings.

### **RFP Playbook**

A practical session focused on understanding commercial bid opportunities, reading bid documents, qualification strategies, and avoiding common submission mistakes.

### **Commercial Program Planning**

A business strategy session focused on building a commercial growth roadmap, market positioning, ideal client targeting, and team readiness.

### **Projection Mapping Workshop**

A hands-on introduction to projection mapping as an additional revenue stream for holiday lighting and event businesses, including equipment, beginner applications, and pricing opportunities.

