



LEVEL UP!

#SMPSCF



Spring Education Event

Session Details



Danielle Gray, MBA

Content Marketing Strategist, DG Marketing Company

“Confessions of a Content Whisperer: Cracking the Code to Extracting Data from Technical Experts”

AEC marketers juggle proposals, presentation development, external marketing campaigns, and everything else thrown at them while relying on information from technical experts to get these tasks done. This information extraction (sometimes referred to as pulling teeth) has easily become one of marketing’s toughest challenges. If you’ve heard, “I’m too busy,” or, “Why can’t you do it?” when asking your team for content, this session is for you. This session equips marketers with tools that divulge content from technical teams when completing proposals, project data sheets, blogs, case studies, papers, and all other content marketing pieces.

We’ll discuss how to gain leadership buy-in, working with specific internal personas, and five methods used to extract quality content from technical experts.



Chaz Ross-Munro, CPSM, CF APMP

Implementation Specialist, Cosential

“Creating an Agile Proposal Process”

Teams communicate with each other in more ways than ever before, and instead of alleviating communication issues, new digital methods of communication have created more barriers than breakthroughs. Nowhere are communication issues within an organization more apparent than in the pursuit or proposal production process where inefficient communication creates wasted time, frustration, and late nights for proposal coordinators.

In this session, attendees will learn about Agile Methodology and how this project management process has helped the software engineering industry overcome communication and design challenges to create better products. We’ll learn how to incorporate Agile Methodology into our existing proposal management processes to increase productivity, efficiency, and overall proposal team success.



Rania Sadrack

Principal/Healthcare Center of Excellence BD, TLC Engineering for Architecture

Linda Hollingsworth, CPSM

AEC Strategist & Business Development Consultant

“It Takes A Village!”

Contacting a client to learn about a project opportunity is one of the first steps to winning exciting work. Relationship-building is essential, so establishing rapport and listening to what various client representatives and industry partners have to say about the project scope, owner hot buttons, and dynamics of players is vital to building a roadmap to the win. Participants will gain an understanding of techniques that effectively engage clients and industry partners and build rapport to sustain relationships. Scenario breakout sessions in small groups will give participants interactive time with one another and the presenters



Erika Booker

Southeast Division Marketing Director, HNTB

“Manager’s Outlook: Motivating and Engaging A/E/C Marketers”

With increased competition for talent, managers in the AEC industry must know how to recruit skilled marketers and keep them engaged and motivated. AEC firms often have unrecognizable career paths for marketers, so managers are responsible for charting a course for their employees’ careers. This panel discussion will uncover ideas and techniques used to engage marketing teams and enhance the strategic value they bring to their firms while discussing opportunities for mentorship. Come prepared to ask your most pressing questions to help solve recruiting or retention challenges.



Joe Quinn

CEO/Founder, Big Vision

“Successfully Delivering a Great Brand Experience”

In this session, participants will gain insight into the creation of an experience-focused promotional strategy. We’ll discuss how a great brand experience impacts clients, drives internal culture, and attracts new talent. This interactive presentation will allow you to explore several emerging digital promotional trends within the AEC industry including web, video, and digital marketing strategies that successfully deliver differentiated brand experiences.



Scott Nichols, CPSM

Marketing & Brand Strategist, Graphaus Design

“Engaging Your Clients with Technology”

How do you make your marketing content more differentiated and engaging using new technologies? Together with a panel of industry experts, we’ll explore how technology can be leveraged for marketing and business development in the AEC industry as an antidote for commoditization.



Mark Freid

Founder, Happiness Counts

“Happiness Counts”

It’s no secret; an organization’s success depends on the engagement of its team members. Unfortunately, most companies don’t know how to create that engagement. But it is possible – by developing a culture where people grow, thrive and are fully committed to the goals of the organization. Which is exactly what we should all be doing! After all, studies show that companies with engaged employees outperform companies without by over 200% (Gallup). So, maybe it’s time to start thinking about how you could turn your company into one in which people see work as something that contributes to their overall happiness and they, in return, contribute to the organization’s overall success.