

SMPS

Society for Marketing
Professional Services
Central Florida

SPRING

Education Event

THURSDAY, MAY 10TH

LEVEL UP 2018

WHERE?

Embassy Suites, Downtown Orlando
191 East Pine Street
Orlando, FL 32801

TIME?

8:15AM to 4:30PM

[f](#) [in](#) [t](#) #SMPSCF

Speakers & Sessions

9:00 am - 10:15 am

Danielle Gray, MBA, Content Marketing Strategist, DG Marketing Company
"Confessions of a Content Whisperer: Cracking the Code to Extracting Data from Technical Experts"

Learn how to gain leadership buy-in, work with specific internal personas, and five methods you can use to extract quality content from your teams.

10:30 am - 11:45 am

Breakout Session 1

Chaz Ross-Munro, CPSM, CF APMP, Implementation Specialist, Cosential
"Creating an Agile Proposal Process"

Discover Agile Methodology, a project management process that increases productivity, efficiency, and overall proposal team success.

Breakout Session 2

Rania Sadrack, Principal/Healthcare Center of Excellence Business Development, TLC Engineering for Architecture
Linda Hollingsworth, AEC Strategist & Business Development Consultant
"It Takes A Village!"

Discuss techniques that effectively engage clients and industry partners, build rapport, and establish sustainable relationships that win work.

12:00 pm - 1:30 pm

Erika Booker, Southeast Division Marketing Director, HNTB
"Manager's Outlook: Motivating and Engaging A/E/C Marketers"

Learn from a panel of experienced managers as they share ideas and techniques to engage and mentor marketing teams and enhance the strategic value they bring to their firms.

1:45 pm - 3:00 pm

Breakout Session 3

Joe Quinn, CEO/Founder, Big Vision
"Successfully Delivering a Great Brand Experience"

Join this interactive session to explore emerging digital promotional trends and how a great brand experience impacts clients, drives internal culture, and attracts new talent.

Breakout Session 4

Scott Nichols, CPSM, Marketing & Brand Strategist, Graphaus Design
"Engaging Your Clients with Technology"

Explore how technology can be leveraged to elevate marketing and business development initiatives in this engaging panel discussion.

3:15 pm - 4:30 pm

Mark Freid, Founder, Happiness Counts
"Happiness Counts"

Be inspired to think 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.

Thank you to our sponsors

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