

2017-2018 Calendar of *Events*



Society for Marketing
Professional Services
Central Florida

- 9.27.2017 How to Improve Your Architectural Photography
- 9.28.2017 Chipotle Fundraiser
- 10.25.2017 Craft a Connection
- 10.25.2017 Presentation Development Thru Dynamic Storytelling
- 10.26.2017 Blaze Pizza Fundraiser
- 11.4.2017 Top Golf Event
- 11.7.2017 Recruiting & Retaining Talent in a Competitive Marketplace
- 11.9.2017 Student Chapter Career KNIGHT
- 1.2018 Mentor-Protege Kick-Off
- 1.17.2018 New Member Social
- 1.29-2.1.2018 National CPSM Week
- 2.7.2018 Building and Maintaining Your Social Media Presence
- 2.20.2018 Healthcare Program
- 2.21.2018 CPSM Information Session
- 2.28.2018 How to Dress for Success
- 3.5-7.2018 The SunBuilt Southeast Regional Conference (Atlanta)
- 3.21.2018 Help Fight Hunger in Central Florida
- 3.28.2018 Adobe Hands-On Training
- 4.10.2018 Transportation Program
- 4.25.2018 Event Coordination 101
- 5.10.2018 Spring Ahead Education Event
- 5.30.2018 Proposal Webinar
- 6.27.2018 Summer Social Event
- 7.18.2018 Elevating the Role of the AEC Marketer
- 7.27.18 Social Media Marketing Mechanics
- 8.2018 Kentucky Derby Membership Event
- 8.15-17.2018 Build Business Conference (San Diego)
- 8.7.2018 Excellence in Construction Awards Judging with ABC
- 8.25.2018 AEC Art Gala

MONTHLY COMMITTEE MEETINGS

- Board of Directors** 3rd Thursday
For more info contact REFrohardt@pcl.com
- Communications** 1st Wednesday
For more info contact BBourgeois@landdesign.com
- Education** 1st Thursday
For more info contact anshaw@HNTB.com
- Programs** 1st Wednesday
For more info contact KABrancheau@laneconstruct.com
- Marketing Mechanics** 3rd Thursday
For more info contact JPascale@HOAR.com
- Membership** 4th Wednesday
For more info contact marisaengland@clancytheys.com
- Student Chapter** Every Other Tuesday
For more info contact Mandy.Missal@tlc-eng.com

2018 CPSM WEBINARS & TESTING

- 3.7 Introductory to SMPS CPSM Online Resources
- 3.21 **Domain 1** Marketing Research | Meghann Kriss, CPSM
- 4.4 **Domain 2** Marketing Planning
- 4.18 **Domain 3** Client & Business Development
- 5.2 **Domain 4** Proposals | Valerie Murphy, CPSM
- 5.16 **Domain 5** Promotional Activity
- 5.30 **Domain 6** Management

REVIEW SESSIONS

- SMPS Domains of Practice Knowledge Inventory & Review A/E/C Marketing
- 6.6 Fundamental: Your Key to Success, & [re]wired: Selling Your AE Services in a Post-Recession World
- 6.20 Review Makendium: The Essentials