PUT A *spring* IN YOUR EDUCATION

spring ahead

SMPS Society for Marketing Professional Services Central Florida

Be More

EDUCATION EVENT

THURSDAY, APRIL 14

8:15 am - 4:30 pm

Lake Mary Westin

2974 International Parkway, Lake Mary, FL 32746

Register for this full day education event that is packed with engaging informational sessions geared toward the A/E/C industry!

SPEAKERS & SESSIONS

9:00 am–10:15 am — **Tim Asimos, CPSM, A/E/C Marketing Strategist and Innovator**

The Evolution of the Modern Marketer: Critical Skills Needed to Remain Relevant Now and in the Future

10:30 am–11:45 am — **Cyndi Gundy, Marketing Instructor at the University of Central Florida**

Top Trends to Impact A/E/C Marketing in 2016

12:00 pm–1:15 pm — **Roy Reid, APR, CPRC, Executive Director of Communications at the University of Central Florida**

Keynote Lunch Speaker: Storytelling and Message Development

1:45 pm–3:00 pm — **Susan Murphy, Principal of Murphy Motivation and Training**

Presentation Skills

3:15 pm–4:30 pm — **Suzanne Bain and Zachary Cheek, Principal Facilitators at SPL Seminars**

Managing Millennials - Bridging the Gap

Early Registration before February 29, 2016: Members $95, Non-Members $125

Regular Registration after March 1, 2016: Members $105, Non-Members $135

UCF Student Chapter Registration: $40

Westin Lake Mary Room Reservations:
https://www.starwoodmeeting.com/Book/smpscflapril2016

EDUCATION

www.smpscentralflorida.org

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