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:  

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