

STRATEGIC by Design

Stand Out from the Competition
with Strategically Designed Proposals

Wednesday, May 11 • 11:30am - 12:30pm

BRPH Office, Baldwin Park, Orlando, FL

Cost: FREE to members | \$25 for non-members

Space is limited, only 25 slots available! Register today!

Registration is open at: smpscentralflorida.org (<Click link)

Winning a project in the AEC industry is complex. The number of variables ensures that most teams won't hit every owner's objectives, so it is important to hit as many as possible. A strategically striking proposal can help your firm gain a competitive advantage before it's even opened. This session will provide tips on how to create graphic design that can contribute to a win, and share resources to help fuel your creative contribution to your team's strategy. Presenting this session is **KC Cali, CPSM**, a nine-time ADDY Awards recipient and First Place winner of the 2012 SMPS Marketing Communications Awards.

SMPS

Society for Marketing
Professional Services
Central Florida



Follow us Online!
#SMPSCF



Beverages and
light snacks will be
provided, feel free to
bring a lunch.

