

WEBINAR

SMPS

Society for Marketing
Professional Services
Central Florida

CRUSH *the* COMPETITION

The New Rules of Modern Marketing for A/E/C Firms

Whether you're a marketer, business developer, or firm leader, this must-see webinar will show how marketing has changed and introduce what's needed to transform your strategies to become more effective than ever. You'll gain practical, actionable information and learn how to bring clarity to the chaos of modern marketing—to implement strategies, techniques, and best practices that will help crush the competition.

LEARNING OBJECTIVES

- Understand the new rules of modern marketing
- Discover why A/E/C marketing needs to change
- Identify old tactics to drop and the new tactics to adopt
- Learn strategies, tips, and tools that will expand your marketing arsenal
- Realize marketing solutions unique to the A/E/C industry that can be implemented by firms of all sizes

WHEN October 16, 2014 • 11:30 am - 1:00 pm

WHERE DRMP 941 Lake Baldwin Lane, Orlando, FL 32814

COST Free for members, \$10 for non-member (Box lunches are available for purchase)

Register now www.smpscentralflorida.org

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