

2012

RESOLVE TO GROW IN TWELVE EXECUTIVE MARKETING ROUNDTABLE SERIES

A BUSINESS DEVELOPMENT
PROGRAM FOR A/E/C
TECHNICAL PROFESSIONALS

REGISTER

PROGRAM OVERVIEW

Marketing leaders from the A/E/C community proudly offer an executive development series tailored for technical professionals who are charged with marketing and business development for their firm. If you are accountable for building relationships and securing new projects, this program can help you reach your goals.

In today's competitive environment, your marketing program must hit a home run with target audiences in messaging, medium and relevancy. You need a strategy not only to get the door open, but to know which doors to open and what to say when you get there. This program will improve your business development effectiveness, leading to greater success in developing and closing prospects.

This Professional Development Series delivers the latest strategy, business development and communications techniques that you can immediately utilize. This year-long program of monthly seminars features sessions that will increase your business development success: developing your strategy, interview techniques, online marketing, networking, cold calls, new markets, and other helpful topics – everything you need to help you win more work.

SESSIONS BEGIN FEBRUARY 23

Date and Time 4th Thursday* of each month, 7:30 – 9:00 a.m.
Location 1050 17th St # A-200 Denver, Colorado
(Compliments of RNL)

SCHEDULE

February 23	Networking and Refining Your Elevator Speech Erica Ferdani, The Built Marketing Company
March 22	RFP's: What Clients Really Want to See Dena Wyatt, Marketing Evolutions
April 26	Interview Strategies: How to Win More Work Dena Wyatt, Marketing Evolutions
May 24	Marketing Strategy Stacy Stout, Stout Strategies
June 28	Marketing Strategies of High Growth Firms LaDonna Baertlein, A Wild Green Yonder
July 26	Breaking in to New Markets Dena Wyatt, Marketing Evolutions
August 23	Common Traits of a Rainmaker Stacy Stout, Stout Strategies
September 27	Straight Talk: Communications and Visibility Programs that Support Strategic Goals Kimberly MacArthur Graham, Layer Cake Creative
October 25	More is More: Messaging for a Sound Bite World Kate Douglas Kestyn, Glas Consulting
November 15*	Social Media and the AEC industry LaDonna Baertlein, A Wild Green Yonder
December 13*	Bringing Young Professional Staff into the BD Mix Erica Ferdani, The Built Marketing Company

*November and December events moved to alternate Thursday due to holidays.

PRICING

11-Session Program \$550.

REGISTRATION DETAILS

- Registration is for the entire series.
- Registration deadline is **February 17**.
- Payment is due by check at the February 23 session.
- If you are unable to attend, substitutions are welcome.

FOR QUESTIONS CONTACT

Dena Wyatt

dena@marketingevolutionsinc.com
303.424.9462

LaDonna Baertlein

ladonna@awildgreenyonder.com
303.885.5957