

Getting to GO

How AEC Firms Can Help Projects Get Past the Starting Line

An SMPS Foundation Innovation Workshop

Chicago Marriott O'Hare

Thursday, September 18, 2014 | 10 am until 4 pm

Conveniently located near the airport with early morning and evening flights readily available from Chicago O'Hare.

Creative minds needed!

Come join the SMPS Foundation's new Innovation Workshop and be a part of a team that will brainstorm ways to turn stalled projects into active engagements. Project owners from a range of key markets will share the challenges they have faced in getting projects from concept to kickoff and what creative approaches they have employed. Then all participants will collaborate to develop innovative ideas to take back to their firms.

GOAL FOR THE SESSION To explore the issues faced by owners and developers in getting projects under way and creatively developing concepts on how AEC Firms can be part of the solution.

EARN CEUS The Innovation Workshop is approved for 5.5 hours of Certified Professional Services Marketer CEUs and AIA LU Hours.

FOR MORE INFORMATION Visit www.smpsfoundation.org or contact Molly Dall'Erta, SMPS Headquarters, at 1.800.292.7677, x231, or molly@smps.org.

Before September 1:
$275/per person

After September 1:
$325/per person

SMPS FOUNDATION
Society for Marketing Professional Services
Research for the A/E/C Industry

Ready to Register? Visit www.smpsfoundation.org to register online.

Agenda (Subject to Change)

10:00 am **OPENING REMARKS/GOALS FOR THE DAY**

10:10 am **KEYNOTE PRESENTATION:** Creative approaches to problem solving and innovation

Gregg Fraley, Chief Solver, KILN USA
Gregg Fraley, a founding partner of KILN Ideas, he inspires people to take their innovative ideas and get into action.

11:15 am **OWNER PANEL:** Panelists share the challenges they face when moving projects from concept to kickoff. Next, panelists discuss creative approaches that go beyond new ways of financing to get projects to "go."

Development | **John D. Keegan, P.E.**, Vice President, Gilbane Development Company

Energy | **Lee Conley, P.E.**, VP of Engineering and Operations, Monarch Natural Gas

Healthcare | **Richard A. Fetz**, Executive Architect, Major Hospital

Transportation | **Rosemary Andolino**, Commissioner of Aviation, Chicago Department of Aviation

12:30 pm **LUNCH HANGOUTS:** Attendees select one of the 10 available topics and hangout over lunch in that group

1:15 pm **SHUFFLE:** Attendees move to new groups that are pre-assigned and brainstorm ideas about how marketers can help to move projects forward.

SELECTION: Choose the best idea for each group and prepare to share it

2:00 pm **GROUP SUMMARIES:** One person from each group gives a 3-minute summary highlighting the group's most innovative idea

2:45 pm **BREAK**

3:00 pm **DEVELOP ACTION STEPS:** Each table takes their own idea, or one from another group that they like better, and develops specific action steps that will make that idea a reality.

3:45 pm **CLOSING REMARKS**

4:00 pm **VIDEO:** One person from each table presents the group's most innovative idea on video