AIA Michigan

Society for Marketing Professional Services Michigan

become a #MARKITECT

Program of Events

Thursday, November 6, 2014

Schoolcraft College VisTaTech Center
18600 Haggerty Road
Livonia, MI 48152



Become a MARKITECT: Build Your Firm's Marketing Strategy

On November 6, SMPS Michigan and AIA Michigan will bring together clients, content experts, principals, technical professionals, business developers and marketers in a session focused entirely on building your firm's marketing strategy. No matter whether your firm is small or large, if you're a technical professional or a marketer, or even if you are a sole practitioner, this session is for you. Over the course of the day, you will:

01. Learn how to truly differentiate your firm, and yourself, from the competition.

You will be exposed to cutting-edge research, best practices, benchmarks, and marketing and business development ideas—information not available anywhere else—to position your firm more solidly in your markets.

02. Leverage best practices in strategic planning, marketing and business development techniques.

Using these scalable approaches, you will be able to develop a tailored approach for your firm or career.

03. Identify partnering opportunities, and strengthen relationships you already have.

The conference will give you a chance to build critical relationships and access the connections among the AIA, SMPS and other industry partners that are attending the session.

04. Secure business intelligence.

During conversations, presentations, and Q&A, you will discover what others know about upcoming projects and opportunities to win work.

Q&A

Questions about this event?

Please contact Evelyn Dougherty:
evelyn@aiami.com
313.965.4100

Schedule at a Glance

8:00am	Registration/Networking + Continental Breakfast
8:30am	Welcome
9:00am	**Workshop 1:** Leveraging Research to Gain a Competitive Advantage
9:50am	**Workshop 2:** Developing a Targeted Marketing Plan
10:40am	Networking Break
11:00am	**Workshop 3:** Business Development Basics for Practitioners and Marketing Professionals
11:50am	Lunch
12:30pm	**FOCUS ON THE MESSAGE:** Media Panel Discussion
1:30pm	Networking Break
1:40pm	**Workshop 4:** Proposals that Win
2:30pm	**Workshop 5:** Promoting your Firm and Yourself
3:20pm	Networking Break
3:40pm	**Workshop 6:** Information and Organizational Management
4:30pm	Closing
4:45pm	Adjourn

Learning Modules

The **Become a MARKITECT** curriculum encompasses the six learning modules described below. Case studies from the A/E/C industry and best practices from inside and outside the industry are incorporated into each of the modules to illustrate how you can apply these concepts immediately in your firm, no matter how big or small. A media panel will be held during the lunch hour where participants will be able to hear directly from leaders in the media industry about how to get your firm, yourself and your expertise noticed.

Speakers at **Become a MARKITECT** are recognized A/E/C Industry professionals from firms across the United States, many of which have spoken at national conferences and associations.

Introduction to Markitecture

Jeffrey S. Ferweda, AIA, NCARB
Vice President / President-Elect
AIA Michigan

Paula M. Ryan, FSMPS, CPSM
President-Elect
Society for Marketing Professional Services (SMPS)

Workshop 1

Leveraging Research to Gain a Competitive Advantage

David Werking, FSMPS, CPSM
Business Development Manager
ERMCO, Inc.

Holly Bolton, FSMPS, CPSM
Director of Marketing
CE Solutions

Workshop 2

Developing a Targeted Marketing Plan

Paula M. Ryan, FSMPS, CPSM
SMPS National President-Elect
Director of Marketing
Jezerinac Geers & Associates, Inc.

Workshop 3

Business Development Basics for Practitioners and Marketing Professionals

Karen O. Courtney, AIA, FSMPS
Director of Business Development, Architect
L'Acquis Consulting Engineers

FOCUS ON THE MESSAGE:

Media Panel Discussion

MODERATOR:
Dennis M. King, FAIA, FESD, LEED AP
Public Policy Director
AIA Michigan

PANELISTS:
John J. Bailey, *John Bailey & Associates Public Relations*; **John Gallagher,** *Journalist and Author*; **Cindy Goodaker**, *Crain Communications*

Workshop 4

Proposals that Win

Melissa Lutz, FSMPS, CPSM
Principal/Marketing Director
Champlin Architecture

Workshop 5

Promoting your Firm and Yourself

Kelly McNair, CPSM
Marketing Systems Manager
Barton Malow Company

Dana Galvin-Lancour, FSMPS, CPSM
Director of Corporate Communications
Barton Malow Company

Workshop 6

Information and Organizational Management

Donna Jakubowicz, FSMPS, CPSM
Director of Marketing
URS Corporation in Columbus, OH

Co-Sponsors

SMPS Society for Marketing Professional Services Michigan

AIA Michigan

The Society for Marketing Professional Services – Michigan Chapter

The Society for Marketing Professional Services is the only marketing organization dedicated to creating business opportunities in the A/E/C industry. SMPS represents a dynamic network of 6,000+ marketing and business development professionals working to secure profitable business relationships for their design and building companies. The Society and its chapters benefit from the support of 3,500 firms, encompassing 80% of the Engineering News–Record Top 500 Design Firms and Top 400 Contractors.

American Institute Of Architects – Michigan Chapter

AIA Michigan serves its members and advances the profession of architecture through education, networking, partnerships, promotion and advocacy at a state-wide level. It provides and funds programs, fosters communication among its members and the public, mentors students and young architects, collaborates with allied professions and organizations, and is of service to society. The mission is achieved through public advocacy, education and fellowship.

Endorsing Sponsors

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of Michigan

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