



AMERICAN COUNCIL OF ENGINEERING COMPANIES

Business Development & Marketing Forum (BDM)

Location: Hilton Scottsdale Resort & Villas, 6333 N Scottsdale Rd, Scottsdale, AZ 85250

- Daily Schedule of Events -

DAY ONE - Tuesday, February 28, 2023

7:30 am - 8:00 am

Registration & Check-in

Kiva Foyer & Breezeway

Buffet Breakfast & Networking

8:00 am - 9:00 am

Company Culture: Elevate Your Organization - A case study in fostering company culture across an organization

Kiva Ballroom 2

*Katherine Toghramadjian, Principal
Mary Karlsson, Transportation Planning Engineer
Jessica Burmaster, Communications Specialist
Isthmus Engineering, Inc.*

- Culture as a strategic driver
 - Fostering the behaviors that align with desired culture
 - Intentional connections that support employee engagement
- The connection between BD and culture
 - How does a strong company culture support BD effort
 - How does BD support company culture
- Recruiting and retaining staff that reflect culture
 - The recruiting process as a two-way filter
 - Monitoring engagement

9:00 - 10:00 am

Open Forums - Culture Sharing

*Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing
Staff from Isthmus Engineering, Inc.*

- Open discussion facilitated by Jen Newman and Isthmus Engineering including small breakout discussions, live polling, and a large open forum

10:00 am - 10:15 am

Coffee Break & Networking

Kiva Breezeway



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10:15 am - 12:00 pm

The Power of Purpose

Kiva Ballroom 2

Jackie Dryden, Chief Purpose Architect, Savage Brands

- How to craft you and your firm's purpose, mission, vision, and values
- Find out your company drivers and if your leadership is on the same page
- The 5 in 5 exercise that you can take back to your firm
- Walk through real firm examples and exercises
- How to look at your competitors and what they stand for

12:00 pm - 1:00 pm

Buffet Lunch & Networking

Kiva Patio

1:00 pm - 2:30 pm

Learn From Our Mistakes - Committee Panel

Kiva Ballroom 2

Meghan Stiklestad, Marketing & Communications Director, Mead & Hunt, Laurie Lumish, CPSM, Director of Marketing & Business Development, Degenkolb Engineers, Joe Irizarry, Senior Vice President, and Chief Marketing Officer, Raba Kistner, Nick Cerro, VP & Business Development at C&S Companies

- Speakers present their personal challenges and what they learned from getting it wrong
- Open Q & A session with members of the BDM planning committee
- Open forum to allow the room to share their challenges and work through to solutions facilitated by Jen Newman

2:30 pm - 2:45 pm

Coffee Break & Networking

Kiva Breezeway

2:45 pm - 4:30 pm

Small Breakouts - Open Forums & Report Out

Kiva Ballroom 2

BDM Committee & Jen Newman, FSMPS, CPSM

- Members divide by interest types into four small groups to share challenges, solutions, and best practices in the business development and marketing community
- Report back to the group

4:30 - 5:30 pm

Reception

Kiva Patio

Cocktails & hors d'oeuvres



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DAY TWO (Wednesday, March 1, 2023)

7:30 am - 8:00 am

Buffet Breakfast & Networking

Kiva Breezeway

8:00 am - 10:00 am

Engineering the Client Experience

Kiva Ballroom 2

Barry Sutherland, Director of Client Relationships, Henderson Engineers

Ryan Konst, PE, CPSM, Executive Vice President, Schaefer

- Understand what client experience is and where it exists in your organization
- How to build your case for a client experience program that meets your firm's needs
- Learn different approaches for developing, implementing, and tracking outcomes for your client experience program

10:00 am - 10:15 am

Coffee Break & Networking

Kiva Breezeway

10:15 - 11:15 am

Open Forums - Vote on Topics

Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing

- Open discussion facilitated by Jen Newman including small breakout discussions, live polling, and a large open forum.

11:15 am - 12:00 pm

(Prepare for departures)

12:00 pm - 1:30 pm

Buffet Luncheon - Engineering and Construction Outlook

Pick up Lunch from Foyer and Dine-in Kiva Ballroom 2

Jay Bowman, Partner and Managing Director of Research & Analytics, FMI

- FMI construction spending forecasts
- Hot and cold markets
- Macroeconomic trends affecting each market

Adjourn

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