Business Development & Marketing Forum (BDM)

- Daily Schedule of Events -

DAY ONE - Tuesday, February 28, 2023

7:30 am - 8:00 am  Registration & Check-in
Buffet Breakfast & Networking

8:00 am - 9:00 am  Company Culture: Elevate Your Organization - A case study in fostering company culture across an organization.
Katherine Toghamadjian, Principal and Mary Karlsson, Transportation Planning Engineer, Isthmus Engineering, Inc.
  o  Culture as a strategic driver.
    ▪  Fostering the behaviors that align with desired culture.
    ▪  Intentional connections that support employee engagement.
  o  The connection between BD and culture.
    ▪  How does a strong company culture support BD effort?
    ▪  How does BD support company culture?
  o  Recruiting and retaining staff that reflect culture.
    ▪  The recruiting process as a two-way filter.
    ▪  Monitoring engagement.

9:00 - 10:00 am  Large Open Forum - Culture Sharing
Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing
  o  What are you doing to contribute right now to the advancement of the culture.
  o  What are our possibilities, what is at our disposal to advance culture.
  o  How can your leadership support BD.
  o  The employee experience. What can BD do, tools, strategic advancements.
  o  Leveraging social media to attract staffing.

10:00 am - 10:15 am  Coffee Break & Networking

10:15 am - 12:00 pm  The Power of Purpose
Jackie Dryden, Chief Purpose Architect, Savage Brands
  o  How to craft you and your firm’s purpose, mission, vision, and values.
  o  Find out your company drivers and if your leadership is on the same page.
  o  The 5 in 5 exercise that you can take back to your firm.
  o  Walk through real firm examples and exercises.
  o  How to look at your competitors and what they stand for.
12:00 pm - 1:00 pm  Buffet Lunch & Networking

1:00 pm - 2:00 pm  Learn From Our Mistakes - Committee Panel

*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, Nick Cerro, VP & Business Development at C&S Companies*

- An open Q & A session with a few members of the BDM planning committee.
- They will present challenges and mishaps and what they learned from getting it wrong.
- Forum to share their challenges and work through to solutions.

2:00 pm - 3:00 pm  Small Breakout Forums

*BDM Committee Leads*

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

3:00 pm - 3:15 pm  Coffee Break & Networking

3:15 pm - 4:30 pm  Report Back on Small Groups

*Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing*

- Report back to the group on top solutions. Jen to lead.
- Tasks committee leaders as moderators of smaller groups.

4:30 - 5:30 pm  Reception

*Cocktails & hors d’oeuvres*

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**DAY TWO (Wednesday, March 1, 2023)**

7:30 am - 8:00 am  Buffet Breakfast & Networking

8:00 am - 10:00 am  Engineering the Client Experience

*Barry Sutherland, Director of Client Relationships, Henderson Engineers and 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

10:15 - 11:15 am  Large Open Forum
Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing
  o Vote on topic by choice and discuss as one large open forum.

11:15 am - 12:00 pm  (Prepare for departures)

12:00 pm - 1:30 pm  Closing Buffet Luncheon
Market Trends
Speaker tbd
  o Current state of the economy.
  o Key market trends and applicable data.
  o Takeaways for your firm.

Adjourn

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