



AMERICAN COUNCIL OF ENGINEERING COMPANIES

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 Toghramadjian, Principal and Mary Karlsson, Transportation Planning Engineer, 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

Large Open Forum - Culture Sharing

Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing

- What are you doing to contribute right now to the advancement of the culture.
- What are our possibilities, what is at our disposal to advance culture.
- How can your leadership support BD.
- The employee experience. What can BD do, tools, strategic advancements.
- 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

- 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.



AMERICAN COUNCIL OF ENGINEERING COMPANIES

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

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.



AMERICAN COUNCIL OF ENGINEERING COMPANIES

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

10:15 - 11:15 am **Large Open Forum**

Jen Newman, FSMPS, CPSM, Principal, Elevate Marketing

- 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

- Current state of the economy.
- Key market trends and applicable data.
- Takeaways for your firm.

Adjourn

Sponsored by:

ELEVATE
MARKETING ADVISORS