



SMPS SERC 2012 SCHEDULE

Wednesday, March 28

2:00 pm.....	Registration Begins
2:00 pm.....	Exhibits Open
2:00pm – 5:00pm	CPSM Exam
3:00pm – 5:00pm	SMPS National Chapter Leaders Training Session
5:00pm – 7:00pm	Social
7:00pm – Until ?	Taste of Charlotte Nightlife

Thursday, March 29

6:00am - 7:00am.....	Get Down in Crown Town with Cardio Craze <i>Andre's Cardio Craze is 60 minutes of pure fun. His class is designed to help you get a full body workout by burning many calories and working each muscle group throughout the session. It is a class that anyone can enjoy, even if you're challenged in the area of rhythm.</i>	
7:30am - 5:00pm	Exhibits Open	
8:00am - 9:00am	Breakfast	
9:00am - 10:15am	Opening Keynote	Terry Hawkins
10:15am - 10:30am	Break	
10:30am - 11:45am	Breakout Session	1a: Perryn Olson 1b: Laurie Giner
12:00 Noon - 1:15pm	Lunch:	Frank Lippert
1:30pm - 2:45pm	Breakout Session	2a: Kristi Pempin 2b: Jennifer Yoder
2:45pm - 3:15pm	Break	
3:15pm - 4:30pm	Breakout Session	3a: Kimberly Layer & Brian Gallagher 3b: Chuck Roberts
6:00pm - Until ?	Thursday Night Social	

Friday, March 30

7:30am - noon	Exhibits Open	
8:00am - 9:00am	Breakfast	
9:00am - 10:15am	Breakout Session	4a: Holly Bolton & Adam Kilbourne 4b: Robin Broder & Erica Jones
10:30am - 11:45am	Closing Keynote	Donna Corlew
12:00 Noon - 1:15pm	Boxed Lunch - Networking	



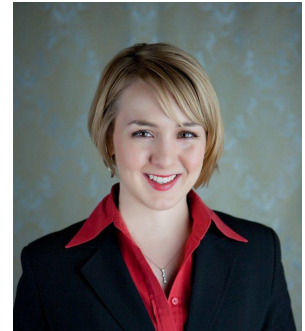
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2012 SOUTHEASTERN REGIONAL CONFERENCE

March 28-30, 2012
CHARLOTTE MARRIOTT CITY CENTER
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Holly Bolton, CPSM

Holly Bolton is Director of Marketing at structural engineering firm CE Solutions in Indianapolis. Her more than ten years of experience also includes working for a newspaper, marketing for a transportation engineering firm and directing public relations and marketing communications for an A/E firm. Holly is the 2011-2013 chapter delegate for the SMPS national board and co-authored the Foundation White Paper "The Client's Use of Social Media and Social Networking." Her involvement also includes the USGBC and the Construction Writers Association. She has a B.S. in public relations and creative writing minor from the University of Central Missouri.



4a Create: Online Marketing – Plug-In to The Power - Using the Power of Social Media to Connect, Communicate and Collaborate - Holly Bolton & Adam Kilbourne

The emergence and adoption of social media is rapidly transforming the way we communicate. How does this impact firms in architecture, engineering and construction? How do you plug in to the power of social media, and how can it benefit you and the company? We'll look at how to leverage social media tools to reach and engage new audiences and differentiate your firm.

BREAKOUT SESSION #4a: Friday, March 30 - 9:00am - 10:15am



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Robin Broder

Robin Broder is an experienced marketing executive specializing in internal communications and corporate strategy. As the VP of marketing for MMC Corp - a national construction firm - she recently led a corporate re-structuring effort by launching two new brands within 12 months. Her role in this effort included managing communications from two perspectives: 1) internal — educating employees on the need for change; and 2) external — developing messages for each new brand. Prior to joining MMC Corp, Robin spent a decade at Fleishman-Hillard, where she provided marketing strategy to world-class brands including Hallmark, Proctor & Gamble, Royal Caribbean, and Hewlett-Packard.



4b Connect: Business Development and Branding - Creating Brand Ambassadors: How to Cultivate a Business Development Culture that Impacts Your Bottom Line - Robin Broder & Erica Jones

We all recognize that it's the people on the front lines who have the ability to make the biggest impression with our clients – that their interactions directly impact the bottom line. In today's market, companies realize that in order to stay competitive, they need to focus more on business development and marketing at all levels of the organization. But how do we get technical staff to not only embrace the concept of business development as part of their role, but also be successful at it? Participants will learn the steps necessary to creating a BD-oriented culture within an organization. You will walk away with the tools needed to explain business development in a new way, as well as be able to conduct your own internal educational session on client service.

BREAKOUT SESSION #4b: Friday, March 30 - 9:00am - 10:15am



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Donna Corlew, CPSM

Donna has over twenty years of experience marketing professional services, with concentration on management and direction of marketing and business development activities. In her role as Mid-South Marketing Manager for Brown and Caldwell, Donna assists area business leaders in the planning and sales process and has direct involvement and leadership of pursuits within the three state area of Georgia, Tennessee, and Alabama. Donna achieved the designation of Certified Professional Services Marketer (CPSM) through the Society for Marketing Professional Services (SMPS) in 1993 and elevated to the status of Fellow of the Society in 2004. Active in SMPS since 1987 on local and national levels, her service to the Society culminated in a term as National President in 2007-08.



Closing Keynote: Donna Corlew - Getting off the Couch "Implementing what you Learned at SERC"

SMPS conferences allow us the opportunity to converge with our peers to learn new techniques, improve our skills, and make connections. So, what do you do with that knowledge when you return? How do you demonstrate your firm's ROI for attending the conference? Join your LIVE host, marketing and BD veteran Donna Corlew, as she leads the "coffee talk" discussion on implementing what you learned during SERC. This highly-interactive, keynote session will encourage you to be accountable and motivate you to - Get Off the Couch and Take ACTION!

CLOSING KEYNOTE: Friday, March 30 - 10:30am - 11:45am



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Brian Gallagher

Brian Gallagher has served in executive level marketing positions with industry leading engineering, construction and manufacturing organizations. In his roles with O'Neal, Inc, Structural Group and Williams Scotsman, Gallagher has provided strategic leadership to the sales and marketing teams. His extensive background and knowledge of the construction industry enables innovative and effective marketing programs. He frequently writes and speaks on marketing topics. In addition, he has co-founded a marketing and sales consultancy, GBM Marketing and launched several industry-specific web portals. Gallagher holds a bachelor's degree in Marketing from Towson University and an M.B.A. from Loyola College. He also has served as an Adjunct Assistant Professor of Marketing at Loyola College. He has served in leadership roles for various committees with the American Concrete Institute, the Post-Tensioning Institute, the Concrete Industry Management Program, and other organizations. He



3a Create: Lead with Marketing - Kimberly Kayler & Brian Gallagher

This session will focus on the importance of how a company approaches their business, their marketplace, and their customers related to marketing leadership. When companies lead with marketing, they choose which markets to target, what services to offer, how to differentiate, how to communicate, and how to win. Whether it is handled by a department or an individual, marketing is a leadership function in every AEC firm.

BREAKOUT SESSION #3a: Thursday, March 29 - 3:15pm - 4:30pm



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Laurie Giner

A Business Development Specialist with earlier experience in Operations, Finance and Administration and Management Consulting, Laurie has offered strategy, capture management and sales experience to a diverse base of companies and clients within and outside the AEC industry since the mid 80's. Laurie has a journalism background working in media and corporate communications. While attending Duke Laurie obtained a Mindfulness Certificate and became a hot yoga instructor. Laurie has served on many boards and committees within industry and community associations championing events that showcase procurement, setting a path for a goal to be accomplished, gaining sponsorships or buy in and motivating people.



Her work with an underwater construction company in California holding Federal, State, local government and public sector contracts allowed her to see the difference in doing business in these arenas. Strategizing for growth moved a firm into a space quadrupling its size and solidified a brand. Working with a general contractor in both commercial and residential markets taught her the processes that provide the profit if done in an aligned fashion. Managing an architect's business is as delicate as is his style issuing her finesse. Working with Owner's, (clients and customers) provided the formula to the missing link that we all need to know and learn how to get. Listening to the industry's wind, Laurie has been able to follow the path of least resistance attracting new customers, penetrating existing and emerging markets and utilizing business development techniques to stay in the winners circle. She knows no stranger and can be dropped on any sidewalk at any time, any place; finding her way to connect people that need to meet each other and make a deal.

As an incredible resource, Laurie coaches others how to set up and managing strategic relationships and alliances with Owner's and third-party companies to leverage strengths. This is a trait that comes natural and one she shares even if no benefit to her directly. Laurie can coach how to maximize the company's profitability through the relationships she fosters and shares with potential players and key decisions makers acting as a liaison between people from varied backgrounds. Laurie coaches how to define your pipeline and analyze data to produce sales, a habit she has honed. Laurie possesses high levels of intuition and is able to provide excellent feedback, share relevant information, and prepare effective reports. Laurie Giner is dedicated, passionate, and knowledgeable about business development, emerging as a winner in her own right.

1b Connect: What Owners Want

An introduction to the Do's and Don'ts on what an owner of a project needs from YOU! Lecture portion will provide the differential in doing business today since it's not all about technical competency, being the best or transactional BD. Facts/Figure and real stories will be shared. Best Practices portion will introduce a desirable private sector and federal agency owner. Five participants will be chosen to interact on stage with each owner emulating what their introductory meeting is like. These participants will be outside the room waiting their turn not seeing one another's interaction. The audience watches. Then owner's and audience share what worked well and what didn't for each participant, offering advice an insight to targeting a client. Question/Answer portion will be directed toward owners and me. PowerPoint, and hand outs will be provided.

BREAKOUT SESSION #1b: Thursday, March 29 - 10:30am - 11:45am



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Terry Hawkins CSP

As winner of the prestigious 2010 Educator Award for Excellence, Terry Hawkins has been an industry leader in delivering dynamic keynote presentations that make a difference. She is not fluff and bubble. She packs a punch and her incredible quick wit and endless humor give her the enviable position of being asked for repeat performances time and time again.

Terry is also a best-selling author and well-established business woman. Her training company People in Progress was founded in 1989 and 21 years later it still continues to be a leader in the delivery of high impact, results based learning.



Keynote: There are only two times in life, NOW & TOO LATE!

Why is it that some people achieve great success, regardless of the hardships they have faced and others fall into a heap at the slightest sign of negativity? Terry Hawkins will give you the answer and provide you with an experience that will alter the way you think and feel forever!

- Learn how to tap into unlimited energy supplies and discover how languaging and phraseology can create powerful outcomes;
- Take responsibility for the results you achieve and the affect you have on the overall outcomes in your life;
- Build more trusting relationships with others by choosing your mental, emotional and physical state at will;
- Take yourself to that new level by releasing the blocks that hold you back.

Terry Hawkins has had a fascination with human performance for over two decades and in that time has studied the differences between successful and non-successful people, achievers and non-achievers, in all facets of life. This passion led her to research the power of language and its effect on the outcomes we achieve in business and life in general. In this powerful session participants will learn how the anatomy and physiology of the body are directly linked with the belief systems they hold.

In this presentation Terry explains why so many people surrender to the negative situations that occur and how to recognize when one's behavior becomes counter productive. Using life situations that we all relate to, Terry's incredibly funny and yet moving anecdotes give every audience member something to relate to. Rather than just give a lot of "feel good" phrases, Terry proceeds to demonstrate how we can instantly start to change the effect we have on our own and others' lives. Through powerful explanation and audience participation, Terry will show how to use MIND LANGUAGE to produce desired outcomes. She has spent 30 years studying a complicated topic – her goal was to make it accessible in an instant so that results are also instantaneous. She has achieved her goal!

www.TerryHawkins.com

www.PeopleInProgressGlobal.com

OPENING KEYNOTE: Thursday, March 29 - 9:00am - 10:15am



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Erica Jones

As an integrated marketing expert, Erica Jones specializes in driving corporate marketing strategy through external communications campaigns and internal education programs. Erica is currently the brand manager at MMC Corp, a national construction company. At MMC Corp, Erica manages external marketing efforts for both of the company's national brands, which she helped launch within a one-year timeframe. Additionally, Erica is dedicated to creating an organizational culture focused on business development at all levels. Previously, Erica worked on the agency side where she delivered successful national communications campaigns for marquee brands, such as H&R Block, Hallmark, Silpada, and Borden Cheese.



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BREAKOUT SESSION #4b: Friday, March 30 - 9:00am - 10:15am

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Kimberly Kayler, CSI, CPSM

With a journalism degree and a decade of high-level experience serving engineering, architecture and construction firms as a corporate marketing executive, as well as experience working for a full-service advertising/marketing communications agency, Kayler started Constructive Communication, Inc. in 2001 to serve the needs of technical and professional service firms. Clients include five international concrete associations; a variety of general contractors, engineers and architects from around the country; as well as firms in the aerospace, chemical and industrial sectors. Services provided by the growing Constructive Communication, Inc. team include technical writing, proposal development, public and media relations, social media and marketing/communications.



The author of more than 1,250 published articles on a variety of concrete, construction, design, marketing and other technical subjects, Kayler was the first to earn the Certified Professional Services Marketer designation in the state of Ohio from the Society of Marketing Professional Services. She is a frequent speaker on technical marketing and public relations and is a registered provider through the American Institute of Architects. In addition, she is an adjunct professor of marketing, public relations, sales and customer service at Columbus State Community College.

Although she is a graduate of the University of Arizona, she now calls Columbus, Ohio home. She has a Master's in Business Administration with an emphasis in Leadership from Capella University and she is a member of the Society for Marketing Professional Services, the Construction Specifications Institute and the Women Construction Owners & Executives. Her firm is a Certified Women's Business Enterprise as well as a certified participant in Ohio's Encouraging Diversity, Growth and Equity (EDGE) program through the Equal Opportunity Division of the Ohio Department of Administrative Services. She is a volunteer with the Junior Achievement program and she serves on the Board of Director for the Dublin Foundation, the Dublin Convention & Visitors Bureau, as well as volunteers with the Boy Scouts of America.

3a Create: Lead with Marketing - Kimberly Kayler & Brian Gallagher

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BREAKOUT SESSION #3a: Thursday, March 29 - 3:15pm - 4:30pm



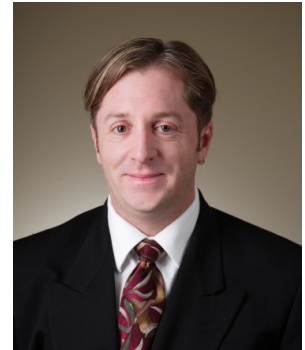
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Adam Kilbourne, CPSM

As the Director of Marketing at Tec Inc. Engineering & Design, Adam's responsibilities include managing marketing and IT. Blending the marketing and technology roles, Adam is responsible for using social media tools on behalf of the company. He has been active at the local, regional and national levels of SMPS, currently serving as president for the Northeast Ohio Chapter and a previous member of the national technology committee. Adam co-authored the Foundation White Paper "The Client's Use of Social Media and Social Networking." He has a B.S. from Texas A&M University.



4a Create: Online Marketing – Plug-In to The Power - Using the Power of Social Media to Connect, Communicate and Collaborate - *Holly Bolton & Adam Kilbourne*

The emergence and adoption of social media is rapidly transforming the way we communicate. How does this impact firms in architecture, engineering and construction? How do you plug in to the power of social media, and how can it benefit you and the company? We'll look at how to leverage social media tools to reach and engage new audiences and differentiate your firm.

BREAKOUT SESSION #4a: Friday, March 30 - 9:00am - 10:15am

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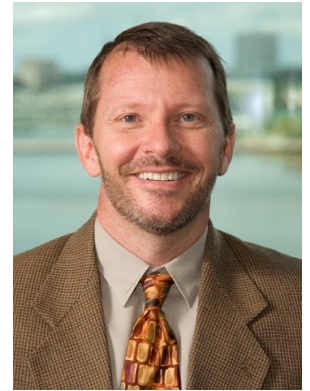
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Frank Lippert, FSMPS, CPSM

Frank Lippert, FSMPS, CPSM, is the corporate water business development and marketing manager for David Evans and Associates, Inc. (DEA). Headquartered in Portland, Oregon, DEA is a multidiscipline consulting firm with 20 offices across the western United States. Frank has been with DEA for more than 11 years, specializing in public sector and federal client marketing and business development. He works with a variety of client managers; coaching and training staff to understand client needs and solve problems. Frank has served as the SMPS Oregon chapter president; an SMPS Foundation trustee and president; on the SMPS National Board as the Chapter Delegate and currently serves as the National President. He has been recognized as an SMPS Fellow (FSMPS) and is a Certified Professional Services Marketer (CPSM).



Keynote: The Crown Jewels of Leadership

As marketers and business developers, we are leaders in our firms regardless of whether you wear a crown, hold a scepter, wield a sword, or wear the ring of power. Pulling from classic examples of crown jewels, you'll learn how these bedazzled elements can help you build your leadership legacy. A crown can help you hold your head high or weigh you down, sometimes a sword can help you cut through the nonsense and sometimes just bringing it quietly to a meeting can work magic. SMPS National President, Frank Lippert, FSMPS, CPSM, will help you in Crown Town or wherever your Southeastern kingdom lies, so that you can sparkle and gleam on your own path to leadership greatness.

LUNCH KEYNOTE: Thursday, March 29 - Noon - 1:15am

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Perryn Olson

Perryn Olson leads The Brand Constructors, a brand marketing and web design firm specializing in the A/E/C industry. He is a multi-disciplined designer easily able to switch from designing websites and email campaigns to laying out large publications.

He oversees the company's web marketing department and holds the designation of CPSM (Certified Professional Services Marketer). Perryn is active in chapter leadership roles in SMPS (Society of Marketing Professional Services) and Corporate Connections. He has written articles in SMPS's member publication entitled *Marketer*, been published in the international *Design & Construction Report*, and has spoken at the National ABC (Associated Builders and Contractors) Education Conference. Recently Perryn was selected as one of *Gambit Weekly's* "40 Under Forty". Perryn has worked with clients in a variety of industries and has vast design and marketing experience in the construction, retail, and multi-family industries.



Despite the Cajun sounding name, Perryn was born in Minnesota, but raised in New Orleans. He graduated with a BA in Visual Arts Graphic Design from Loyola University New Orleans. At Loyola, he founded the student chapter of AIGA (America Institute of Graphic Artists) and the Outdoor Club. Perryn is an Eagle Scout and a seasoned Scouter and Venturer with over 20 years of service to the Boy Scouts. He received the Young American Award in 2004, has served as District Camping Chair and trainer, and is a Wood Badge Beaver. He volunteers with Audubon Zoo's education department as an advanced animal handler where he educates visitors about alligators, snakes, owls, ferrets, and the fierce hedgehog. He is also a long-time season ticket holder for Tulane Basketball games with his father. Perryn is married to Erica Olson who runs one of Audubon Zoo's Outreach Education programs; they have two cats and a husky puppy.

1a Create: Stand Out or Die

The session will discuss the importance of differentiating to create an unfair playing field to your advantage and to make more money. Differentiation makes your firm memorable and distinguishes you from the sea of blandness and lowest bidders. Why do what everyone else is doing when the spotlight should be on your firm, your expertise, and your capabilities? Have you ever lost a project to someone less qualified that you knew the decision maker would regret? Stand out and show your clients and prospects why your firm is the best at solving their problems and that you have the expertise to complete the project with ease.

The session will cover why to be different, how to be different, and the ways other companies spotlight their differentiation as well as what makes your firm unique and how to deliver your new differentiated message.

Evolve out of the ooze of dullness to the profitable spotlight of differentiation.

BREAKOUT SESSION #1a: Thursday, March 29 - 10:30am - 11:45am



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Kristi A. Pempin

Kristi A. Pempin is the President of Redbud Marketing, LLC, a marketing and business support firm for architects, engineers, and construction professionals. Ms. Pempin began her career in the professional services industry in 1998 after graduating from the University of Central Oklahoma with a Bachelor of Science in Education. Mrs. Pempin believes that every day should be celebrated as a learning experience. She considers her greatest accomplishment to be the “*Building Today*” program for the Positive Tomorrows School for homeless children and their families. The program included presentations over a 6 week period by architects, engineers and general contractors to show first-hand how teamwork builds a community.



Mrs. Pempin has been married to her amazing husband, Matthew Pempin, for 15 years and has a spirited 10-year-old red-headed daughter named Maggie. Ultimately, Pete Pempin, a 12 year-old Lab-Chow mix runs the house.

2a Create: Moves Like Jagger

In verse two of the Maroon 5 song ‘Moves Like Jagger,’ the lyrics are: “When you feel like your broken and scared; nothing feels right; but when your with me; I make you believe that I’ve got the key.” Isn’t this ultimately what we want our clients to believe? That we hold the key they are looking for to successfully complete their project. If you have a passion for marketing and developing new business for your firm, this session is for you. We should all be business developers for the companies we represent, but unfortunately, that is not always how we are perceived. Hear actual case studies from marketers that have made the leap. Do you have ‘Moves Like Jagger’? “I don’t need to try to control you; Look into my eyes and I’ll own you.” Learn where to start and how to change perceptions.

BREAKOUT SESSION #2a: Thursday, March 29 - 1:30pm - 2:45pm

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Chuck Roberts, CHS III, LEED Green Associate

Chuck Roberts has a BS in Chemical Engineering from the University of Virginia and more than 30 years of experience as a successful Seller/Doer in the A/E/C industry. He's worked at firms ranging from a one-person start-up to over \$3 billion in annual revenue serving government and private sector clients in a broad range of engineering and environmental disciplines. His roles have included Corporate Director of Business Development, COO, and CEO. Chuck is President of Performance Management Group. His firm provides cutting edge training and consulting to help firms and individuals achieve a higher level of performance.



3b Connect: Turn Your Networking Contacts Into Sources of Revenue

People spend a lot of time networking, but few know how to effectively and efficiently utilize their network to generate revenue for their firm. Because 70 to 90 percent of new clients are typically acquired through contacts, networking is the single most important tool you have to drive the expansion of your firm's client base. Since few people have mastered this skill, knowing how to capitalize on network contacts can provide you and your firm a distinct competitive advantage. This motivating presentation provides five practical take-away action items you can immediately implement to transform your existing and future network contacts into a wealth of viable new opportunities.

BREAKOUT SESSION #3b: Thursday, March 29 - 3:15pm - 4:30pm

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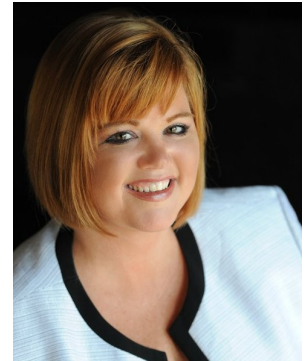
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Jennifer Yoder, CPSM

As Director of Business Development for ETM, Jennifer Yoder is responsible for branding; strategic planning and implementation; community outreach; client relationships building along with directing and educating a team of business developers. Active in her industry and community, Jennifer is a Rotarian; founding director of the Support Our Port Community Campaign; as well as the founder and organizer of the Annual UNF Clay Shoot benefitting the School of Engineering. Jennifer serves on the board of SMPS North Florida, APWA, Jacksonville Chamber Logistics Advisory and Business Development Groups and is a graduate of the Northeast Florida Regional Leadership Academy.



2b Connect: Recipe for Success – Creating Signature Events - Jennifer Yoder

Creating a signature event is much like creating a signature dish. It takes the right combination of ingredients blended with passion and creativity. Utilizing actual case studies, Jennifer Yoder, Director of Business Development for ETM, will share her insights and strategies for developing, planning, implementing and analyzing signature events that have significantly enhanced her firm's name recognition efforts and business development relationships. While many firms recreate the same dish, Jennifer Yoder has developed signature events that have positioned her as a Leader in her industry and community.

BREAKOUT SESSION #2b: Thursday, March 29 - 1:30pm - 2:45pm

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