



AMERICAN COUNCIL OF ENGINEERING COMPANIES

## Business Development & Marketing Forum (BDM)

### - Daily Schedule of Events -

DAY ONE - Tuesday, February 28, 2023

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**7:30 am - 8:00 am**

**Registration & Check-in**

*Buffet Breakfast & Networking*

**8:00 am - 9:00 am**

**Company Culture: Elevate Your Organization**

*Katherine Toghramadjian, Principal and Mary Karlsson, Transportation Planning Engineer, Isthmus Engineering, Inc.*

- Culture as a strategic driver.
- How does marketing and BD support company culture.
- Retention and attracting staff.

**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.

**12:00 pm - 1:00 pm**

**Buffet Lunch & Networking**



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**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)

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**7:30 am - 8:00 am**

**Buffet Breakfast & Networking**

**8:00 am - 10:00 am**

**The Client Experience (CX) Program In Action**

*Barry Sutherland, Director of Client Relationships, Henderson Engineers and Ryan Konst, PE, CPSM, Executive Vice President, Schaefer*

- Walk through a client experience program implemented by two different firms and their creators.
- Learn successes and failures on their journey.
- How to create a client experience program that works for you.



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**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**