## Business Development & Marketing Forum (BDM)
### Daily Schedule of Events

#### DAY ONE (Wednesday, March 30, 2022)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 8:00 am - 8:30 am | Registration & Check - In  
Buffet Breakfast & Networking |
| 8:30 am - 10:00 am | Session A  
**Distinguishing your Firm with Client Specific Marketing**  
*Richard Friedman, Founder & President, Friedman & Partners*  
- Original research aimed at your target client sectors  
- Executing a client feedback program; value and differentiators  
- Thought leadership: Strategies for maximizing your ROI |
| 10:00 am - 10:15 am | Coffee Break & Networking |
| 10:15 am - 12:00 pm | Session B  
**The Future is Now and it’s Online - Reinventing your Marketing and Business Development for the Digital Age**  
*Ida Cheinman, Principal & Creative Director, Substance151*  
- Master generational hand-off strategies, changing client expectations, and digital transformation  
- Adapting BD to the new digital/hybrid environment  
- Building influence and relationships with a digital-first experience |
| 12:00 pm - 1:00 pm | Buffet Lunch & Networking |
| 1:00 pm - 1:45 pm | Session C  
**Strategic Planning**  
*Donna J. Corlew, FSMPS, CPSM, Chief WIT Officer, C+Connect*  
- Strategic positioning  
- Client engagement  
- Client experience process |
| 1:45 pm - 3:00 pm | Expert Panel  
**The Leadership Transition**  
*Richard Friedman, Founder & President, Friedman & Partners*  
*Ida Cheinman, Principal & Creative Director, Substance151*  
*Frank Lippert, FSMPS, CPSM, Founder & Partner, Go Strategies, LLC*  
**Moderated by:** Beth Harris, F.SAME, FSMPS, CPSM, Vice President, Business Development, Versar, Inc. |
| 3:00 pm - 3:15 pm | Coffee Break & Networking |
3:15 pm - 4:30 pm  Session D
Marketing, Business Development, and Seller-Doers: Collaborating to Win Work Effectively
Frank Lippert, FSMPS, CPSM, Founder & Partner, Go Strategies, LLC
  o Client and client manager match making
  o How to play up everyone’s strengths
  o Making the time to nurture relationships

4:30 - 5:30 pm  Reception
Cocktails & hors d’oeuvres

DAY TWO (Thursday, March 31, 2022)

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

8:30 am - 9:00 am  Session E
Market Trends and Benchmarking
Vishal Menon, Associate | Financial and Strategic Consulting, EFCG
  o Top benchmarking data points
  o Hot markets by geography

9:00 - 10:00 am  Small Forums
Groups Breakout by Topic Choice
ACEC members to moderate discussions (sample topics below)
  o BD (Cross-selling to existing clients)
  o Seller-Doer's (Cross-training for BD activities)
  o Marketing (Virtual Proposals)
  o C-Suite (Working with other departments)

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

10:15 am - 11:15 am  Open Forum
Report Back to the Group
  o Members can share challenges, solutions, and best practices in the business development and marketing community with the group

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

12:00 pm - 1:30 pm  Closing Buffet Luncheon
Megatrends Impacting the Design & Construction Industries
Scott D. Butcher, FSMPS, CPSM, Director, Strategic Growth Advisory, Stambaugh Ness
  o Identification of megatrends and their impact
  o Disruption and corrective actions
  o Environmental scanning of economic and business trends

Adjourn