

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

DAY ONE (Wednesday, March 30, 2022)

8:00 am - 8:30 am	Registration & Check - In <i>Buffet Breakfast & Networking</i>
8:30 am - 10:00 am	Session A Distinguishing your Firm with Client Specific Marketing <i>Richard Friedman, Founder & President, Friedman & Partners</i> <ul style="list-style-type: none">○ 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 <i>Ida Cheinman, Principal & Creative Director, Substance151</i> <ul style="list-style-type: none">○ 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 <i>Donna J. Corlew, FSMPS, CPSM, Chief WIT Officer, C+Connect</i> <ul style="list-style-type: none">○ Strategic positioning○ Client engagement○ Client experience process
1:45 pm - 3:00 pm	Expert Panel The Leadership Transition <i>Richard Friedman, Founder & President, Friedman & Partners</i> <i>Ida Cheinman, Principal & Creative Director, Substance151</i> <i>Frank Lippert, FSMPS, CPSM, Founder & Partner, Go Strategies, LLC</i> Moderated by: <i>Beth Harris, F.SAME, FSMPS, CPSM, Vice President, Business Development, Versar, Inc.</i>
3:00 pm - 3:15 pm	Coffee Break & Networking



AMERICAN COUNCIL OF ENGINEERING COMPANIES

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

- Client and client manager match making
- How to play up everyone's strength's
- 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

- Top benchmarking data points
- Hot markets by geography

9:00 - 10:00 am

Small Forums

Groups Breakout by Topic Choice

ACEC members to moderate discussions (sample topics below)

- BD (Cross-selling to existing clients)
- Seller-Doer's (Cross-training for BD activities)
- Marketing (Virtual Proposals)
- 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

- 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

- Identification of megatrends and their impact
- Disruption and corrective actions
- Environmental scanning of economic and business trends

Adjourn