



Sales & Marketing Forum
Marriott Woodman Park, Washington, DC

April 17, 2016

Agenda

8:00 - 8:30 am	Continental Breakfast & Introductions
8:30 - 9:45 am	Business Development Plan Assessment and Benchmarking – to Maximize your MROI Megan Miller, Deltek Don Sherman, ACEC
9:45 – 10:30 am	The Secret to Creating Client-Centered Proposals Mel Lester, BizEdge
10:30 – 10:45am	Break
10:45 – 11:30 am	Five Contrarian Steps to Winning the Shortlist Interview Mel Lester, BizEdge
11:30 – 12:00	Sustainability as a Market Differentiator John Williams, Impact Infrastructure Corporation
12:00 – 12:45 pm	Working Lunch with Engineering & Construction Forecast Kyle Camp, Dodge Data & Analytics
12:45 – 1:45 pm	Roundtable Discussion; Issues including, BD plan assessment, digital marketing, benchmarking, early opportunity identification, and go-no-go,
1:45 pm	Closing Remarks Wrap Up/Feedback/Input for next forum
2:00 pm	Forum Adjourns