

SYMPOSIUM OUTLINE*

During the next 10 years, over 50% of architectural, engineering and construction firms are expected to increase their use of seller-doers—that's according to SMPS/SMPS Foundation research, and almost 40% of the firms who participated in the research also say they've already increased their use of seller-doers during past 10 years.

As the prevalence of using seller-doers to win more business grows, is your firm prepared to do it effectively? Does your culture foster client relationships? Is accountability clear, with goals established? Are you working with your nontechnical business development and marketing staff to help drive success? Targeted to mid-to senior-level personnel, both technical and nontechnical, this symposium will answer these questions and provide the framework for implementing best practices in business development.

Experienced industry executives who have evolved a business development culture, as well as keynote speakers and a diverse panel of technical professions, will share their experiences and allow plenty of time for dialogue and attendee interaction.

Opening Remarks and Keynote

Steve Bestard, Vice President, Messer Construction

Creating a Business Development Culture

Karen O. Courtney, AIA, FSMPS, CPSM, Chief Marketing Officer, Fanning Howey

The Business Development Leader: Your Role in Advocating for BD

Terry Hawley, CPSM, Client Development Manager, Terracon Consultants, Inc

James B. Kleingers, PE, PS, LEED AP, President/CEO, The Kleingers Group

Lunch—Keynote

Russ Sanford, CPSM, Senior Manager, Kleinschmidt Group

Fostering the Seller-Doer Culture in Your Firm

Wally Hise, P.E., Vice President, HDR

Panel Discussion/Q & A

Tim Barrick, FSMPS, Principal/ Executive VP, RATIO Architects, Inc.

Rana Lee CCIM, EDAC, LEED AP BD+C, Principal, Director of Business Development, SmithGroupJJR

Michael S. Meddock, PE, CPSM SME, Principal/Vice President

Closing Remarks

Build Business Opening Program & The Welcome Social

(included with symposium registration)



Society for Marketing Professional Services

PLANNING ADVISORS



**Chair, Symposium Facilitator
Andrew J. Weinberg, FSMPS, CPSM**
Regional Business Development Manager
Simpson Gumpertz & Heger



Paula Ryan, FSMPS, CPSM
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Jezerinac Geers & Associates, Inc.



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H2M architects + engineers



Wally Hise, P.E.
Vice President
HDR

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Register online for "Seller-Doer Symposium: Building Your Bottom Line Through Business Development," on Wednesday, July 12, from 8 a.m. to 4 p.m. in Indianapolis at the SMPS annual conference.

buildbusiness.org

*Program is eligible for 7.25 CEUs, AIA LUs, and PDHs.