



# BUILD the BUZZ

# SMPS Southwest Regional Conference

## Hilton Salt Lake City Center • April 11-13, 2018

DAY/TIME	TRACK 1: BUILD YOURSELF	TRACK 2: BUILD YOUR FIRM	TRACK 3: BUILD YOUR WORLD	TRACK 4: BUILD YOUR TECH
THURSDAY 8:30 - 10:00 am	<b>Opening Remarks and Keynote Presentation: Survival Skills</b> Michelle Aikman <i>(breakfast will be served)</i>			
THURSDAY 10:15 - 11:15 am	<b>Taking the Sting Out of Transitioning from Marketing to Business Development</b> Andrew Weinberg and Terry Hawley	<b>Engage the Brain to Trigger the Buy</b> Bryan Gray	<b>Tackling Unconscious Bias</b> Kyl Myers	<b>AEC Marketers' Guide to Navigating the Complex World of Marketing Technology</b> Tim Asimos
THURSDAY 1:00 - 2:30 pm	<b>Fat Free Gracewriting</b> Jen Hebblethwaite	<b>Predictive Analysis, KPIs, and Predictive Modeling</b> Deb Schindler and Sylvia Romo	<b>Campaign Buzz</b> Donna Corlew, Frank Lippert, Dena Wyatt, and Jennifer Newman	<b>Video - Is It Right for Us?</b> Jennifer VanVleet and Frank Swoboda
THURSDAY 2:45 - 4:15 pm	<b>Burnout! The Modern-Day Professional's Kryptonite</b> Matt Connor	<b>What's all the Buzz about CRM?</b> Emy Burbach, Courtney Kearney, and Jennifer Newman	<b>Plodder or Plotter</b> Susan Murphy	<b>Innovative Marketing Approaches through Drones</b> Danielle Feroletto and Brianna Nessler
FRIDAY 8:30 - 10:00 am	<b>Morning Remarks and Keynote Presentation: Reawakening the Youthful Mind</b> Amy Shaffer <i>(breakfast will be served)</i>			
FRIDAY 10:00 - 11:00 am	<b>Time vs. Priority</b> Adam Kilbourne	<b>Finance Matters! Planning and Performance Lead to Profitability</b> Chris Rickman	<b>Meet the Press - Panel Discussion</b>	<b>Innovative Websites: AEC Best Practices</b> David Lecours
FRIDAY 11:15 am - 12:45 pm	<b>Build a Braver You</b> Grenee Celuch and Deirdre Gilmore	<b>Prime or Sub - Writing the Rules to Be the Best Teaming Partner</b> Donna Corlew and Frank Lippert	<b>Bee the Change You Wish to See in Your Firm - Panel Discussion</b>	<b>Bridging the Gap - Where AEC Marketing Meets BIM/VDC Technology</b> Cassandra Vagher
FRIDAY 1:00 - 3:00 pm	<b>Closing Remarks and Survive the Hive Program</b> <i>(lunch will be served)</i>			