



SMPS Southwest Regional Conference

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

PRE-CONFERENCE WORKSHOPS

TOPIC	WORKSHOP DETAILS	
BUILDING A SELLER-DOER CULTURE	Building a Seller-Doer Culture Moderator: Jennifer Newman Presenters: Wally Hise, Frank Lippert, Donna Corlew, and Jennifer Newman Topaz Room 8:00 am - 4:00 pm	
CRM SKILLS LAB	Deltek Presenter: Lindsay Diven, Full Sail Partners Salon 1 9:00 am - 12:00 pm	Cosential Presenter: Jan Flesher, Cosential Salon 1 1:00 - 4:00 pm
ADOBE CREATIVE SUITE	Adobe InDesign Trainer: Claudia McCue Seminar Theater 8:00 am - 12:00 pm	Adobe Tips and Tricks Trainer: Claudia McCue Seminar Theater 1:00 - 4:00 pm
PRESENTATION TRAINING	Individual Presentation Skills Trainer: Dena Wyatt Salon 2 9:00 - 11:00 am	Individual Presentation Skills Trainer: Dena Wyatt Salon 2 1:00 - 3:00 pm
SPECIAL SESSIONS	Chapter Leaders Forum Presenters: SMPS HQ Staff Topaz Room 4:00 - 6:00 pm	Room Monitor Speaker Intro Training Salon 2 4:00 - 4:30 pm

BUILD THE BUZZ CONFERENCE

DAY/TIME	TRACK 1: BUILD YOURSELF GRAND BALLROOM C	TRACK 2: BUILD YOUR FIRM GRAND BALLROOM A	TRACK 3: BUILD YOUR WORLD GRAND BALLROOM B	TRACK 4: BUILD YOUR TECH SEMINAR THEATER
THURSDAY 8:30 - 9:45 am	Opening Remarks and Keynote Presentation: Survival Skills Michelle Aikman Grand Ballroom C Breakfast will be served			
THURSDAY 10:15 - 11:15 am	Taking the Sting Out of Transitioning from Marketing to Business Development Andrew Weinberg and Terry Hawley	Finance Matters! Planning and Performance Lead to Profitability Chris Rickman	Tackling Unconscious Bias Kyl Myers	AEC Marketers' Guide to Navigating the Complex World of Marketing Technology Tim Asimos
THURSDAY 1:00 - 2:30 pm	Fat Free Gracewriting Jen Hebblethwaite	Designing Your Client Experience Ryan Suydam and Blake Godwin	Campaign Buzz Donna Corlew, Frank Lippert, Dena Wyatt, and Jennifer Newman	Video - Is It Right for Us? Jennifer VanVleet and Frank Swoboda
THURSDAY 2:45 - 4:15 pm	Burnout! The Modern-Day Professional's Kryptonite Matt Connor	What's all the Buzz about CRM? Emy Burback, Courtney Kearney, and Jennifer Newman	Revive the Hive: Innovative Inspiration & Breakthrough Ideas from Outside Industries Keri Hammond	Innovative Marketing Approaches through Drones Danielle Feroletto and Brianna Verderame
FRIDAY 8:30 - 10:00 am	Morning Remarks and Keynote Presentation: Reawakening the Youthful Mind Amy Spittler Shaffer Grand Ballroom Breakfast will be served			
FRIDAY 10:00 - 11:00 am	Time vs. Priority Adam Kilbourne	Engage the Brain to Trigger the Buy Bryan Gray	Meet the Press - Panel Discussion Moderator: Brianna Verderame	Innovative Websites: AEC Best Practices David Lecours
FRIDAY 11:15 am - 12:45 pm	Build a Braver You Grenee Celuch and Deirdre Gilmore	Prime or Sub - Writing the Rules to Be the Best Teaming Partner Donna Corlew and Frank Lippert	Bee the Change You Wish to See in Your Firm - Panel Discussion Moderator: Fran Pruyin	Bridging the Gap - Where AEC Marketing Meets BIM/VDC Technology Cassandra Vagher
FRIDAY 1:00 - 3:00 pm	Closing Remarks and Survive the Hive Program Grand Ballroom C Lunch will be served			