

UNCHARTED CONFERENCE SCHEDULE

SEPTEMBER 16-18 2026 | DENVER, COLORADO | SHERATON DENVER DOWNTOWN HOTEL



September 16, 2026 Wednesday		SMPS SWRC REGISTRATION OPEN 7:30 AM - 5:00 PM	
Pre-Conference Learning Labs			
8:00 a.m. - 12:00 p.m.	Learning Lab 1 Telluride	InDesign Back to Basics	Alex Mielke & Jessica Richards
12:00 p.m. - 1:00 p.m.	<i>Lunch</i>		
1:00 p.m. - 5:00 p.m.	Learning Lab 2 Telluride	Design Within the Lines (of Styles)	Julie Shaffer, FSMPS, CPSM
5:00 p.m. - 7:00 p.m.	<i>Welcome Reception Parlur</i>		
7:00 p.m.	<i>Denver Dine Around</i>		

September 17, 2026 Thursday		SMPS SWRC REGISTRATION OPEN 7:15 AM - 5:00 PM	
7:00 a.m. - 8:00 a.m.	<i>Breakfast</i>		
8:00 a.m. - 9:30 a.m.	Keynote Presentation Alpine Ballroom	Unlocking the Challenge of Change	Skot Waldron
9:40 a.m. - 10:40 a.m.	Track 1: Seeker Telluride	Why Your Firm Sounds Like Everyone Else's (And How to Fix It)	James Archer
9:40 a.m. - 10:40 a.m.	Track 2: Trailblazer Vail	Go Boldly: Beyond the Familiar Interview	Kyla Stewart & Megan Cochran
10:40 a.m. - 10:50 a.m.	<i>Snack Break</i>		
10:50 a.m. - 11:50 a.m.	Track 1: Seeker Telluride	From Activity to Business Impact: Expanding Your Influence	Cynthia ReMine, CPSM
10:50 a.m. - 11:50 a.m.	Track 2: Trailblazer Vail	Clear, Persuasive, Effective: A Framework for AEC Marketing Writing	Tully Mahoney
12:00 p.m. - 1:00 p.m.	<i>Lunch</i>		
1:10 p.m. - 2:20 p.m.	Track 1: Seeker Telluride	Charting a Course: Deliberate Business Development Planning	Allie Horne & Melanie Meeks, CPSM
1:10 p.m. - 2:20 p.m.	Track 2: Trailblazer Vail	Your Brain + AI: A New Model for Faster Clearer Communication	Chris Fenning
2:20 p.m. - 2:30 p.m.	<i>Snack Break</i>		
2:30 p.m. - 3:40 p.m.	Track 1: Seeker Telluride	Chart a New Course by Mapping the Process	Courtney Kearney
2:30 p.m. - 3:40 p.m.	Track 2: Trailblazer Vail	Beyond the Footprints: Turning Rare Visibility into Lasting Influence	Jaime Clark
3:40 p.m. - 3:50 p.m.	<i>Break</i>		
3:50 p.m. - 5:00 p.m.	Track 1: Seeker Telluride	Moving From Pack Mule to Unicorn	Janki DePalma
3:50 p.m. - 5:00 p.m.	Track 2: Trailblazer Vail	Say It With Data: Smarter Charts and Graphs for A/E/C Communicators	Prescott Perez-Fox
6:00 p.m. - 9:00 p.m.	<i>Thursday Night Event</i>		

September 18, 2026 Friday		SMPS SWRC	
7:00 a.m. - 8:00 a.m.	<i>Breakfast Buffet</i>		
8:00 a.m. - 9:30 a.m.	Keynote Presentation Alpine Ballroom	Lessons from the Summit: Leadership at 19,341 Feet	Stacy Stout & Dena Wyatt
9:40 a.m. - 10:40 a.m.	Track 1: Seeker Telluride	The Revenue Engine Blueprint: Aligning Marketing, BD, and Operations So Everyone's Pulling the Same Direction	Katy Hill
9:40 a.m. - 10:40 a.m.	Track 2: Trailblazer Vail	Burnout Banter LIVE: Navigating Proposals, Burnout, and SME Collaboration	Rachelle Ray & Jeff Visnic
10:40 a.m. - 10:50 a.m.	<i>Break</i>		
10:50 a.m. - 11:50 a.m.	Track 1: Seeker Telluride	Better Market Intel Supports Better... EVERYTHING!	Rebekah Morris
10:50 a.m. - 11:50 a.m.	Track 2: Trailblazer Vail	Charting the Social Frontier – Because Social Media is a Team Expedition	Grace Takehara & Katy Byers

YOU MADE THIS ADVENTURE UNFORGETTABLE—THANK YOU.



Southwest Regional Conference