SMPS Seattle A/E/C 101 Schedule

DAY ONE: *Friday, 23 September 2022 – 8:30 am to 5:00 pm*

Opening – Creating a Support Group

- Introductions
- Attendee survey results
- Outcomes and getting to know each other

Session 1 – Marketing Overview: People, Process, and Best Practice

- Understanding how the A/E/C industry impacts the built environment
- How marketing, business development & operations intersect
- Career path and getting a seat at the table
- Building a marketing culture
- Systems, software, structure and solutions

Session 2 – Business Development: Understanding and Coaching

- Understanding the 'continuum cycle' and the '70% relationship factor
- How business is won (and lost)
- Top traits of a business developer and coaching your staff to be successful
- Tools and tips of what works

Session 3 – Communication: Building Visibility of Your Firm, Your People, and Yourself

- What your brand says about your firm
- Ways to boost brand awareness
- External communications
- Social Media: What's most effective? What's not?

DAY TWO: *Friday, 30 September 2022 – 8:30 am to 5:00 pm*

Session 4 – Proposal Power: How to Win More Work

- Go/No Go decision-making
- Proposal strategy, themes and messaging
- Proposal production and management
- Calculating win rates
- Class critique of real-life proposals – you be the judge

Session 5 – Shortlist Interviews: In It to Win It

- Presentation process, tools and techniques
- Rehearsing and coaching the team
- The art of debriefing
- Class Graduation