

SMPS CHICAGO MARKETING COORDINATOR BOOT CAMP

Build Your Marketing Muscle

Join coordinators throughout the Chicagoland A/E/C industry for an insightful series of programs geared toward helping you maximize your role in your firm's marketing and business development initiatives. You will get personal training from industry veterans offering their best practices and tips for getting your marketing efforts in shape. You'll also interact with your peers in small-group breakout sessions to maximize your learning experience.

New this year, two boot camp tracks will be offered: an entry level track designed to benefit coordinators just entering the industry and an advanced track geared towards those with more experience. When registering, select one track based on your experience and professional development needs.

The program is designed as a series of four workshops. Individual workshop registration is not available. Registration is open to SMPS members or member firms only. Space is limited to 15 participants per track. Enroll now to be in great marketing shape by spring!

Where:

Primera
100 S. Wacker Drive, Suite 700
Chicago, IL 60606

When:

4:00pm - 6:00pm

Fee:

\$200.00 (includes program, food and beverages)

To Register:

www.smeps-chi.org (click on events)

Hosted By:



Entry Level Track

Group Leaders

Amanda Rackow, Alfred Benesch
Meghan Briars, OKW Architects
Ami Kelly, Perkins Eastman

Dates

(second Tuesday of the month)

January 13, 2009
February 10, 2009
March 10, 2009
April 14, 2009

We're All in It Together:

Developing a Team Mentality

Date: January 13, 2009

Presenters: Kate Mullaney, Primera
Susan Troy, Pratt Design Studio

First Things First:

A/E/C Overview

Date: February 10, 2009

Presenters: Rhonda Garrett, CCJM
Matt Rebro, Pepper Construction
Linda Stephens, Booth Hansen

Time Is On Your Side:

Time Management Strategies

Date: March 10, 2009

Panel: Carrie Mandelin, Mortenson
Megan Muter, HDR
Susan Troy, Pratt Design Studio
Moderator: Kate Mullaney, Primera

Paving the Way to Success:

Building Your Marketing Infrastructure

Date: April 14, 2009

Advanced Track

Group Leaders

Carrie Mandelin, Mortenson
Megan Muter, HDR
Susan Troy, Pratt Design Studio

Dates

(second Wednesday of the month)

January 14, 2009
February 11, 2009
March 11, 2009
April 15, 2009

We're All in It Together:

Developing a Team Mentality

Date: January 14, 2009

Presenters: Kate Mullaney, Primera
Susan Troy, Pratt Design Studio

You've Made It This Far:

Preparing for Interview Success

Date: February 11, 2009

Presenter: Sloan Watson, Bulley & Andrews, LLC

"God is in the Details:"

Developing an Effective Marketing Plan

Date: March 11, 2009

Presenters: Ami Kelly, Perkins Eastman
Carrie Mandelin, Mortenson

Life's A Party, Make It Work:

Planning Special Events

Date: April 15, 2009

Presenters: Ines Tiu, Faithful + Gould
Meghan Briars, OKW Architects