Save the Date
as SMPS UNY
Rocks the State

SMPS Society for Marketing Professional Services Upstate New York

Albany • Buffalo • Rochester • Syracuse
Synergizing to Create a Greater Experience

Join us as we ROCK THE STATE, offering programs in multiple cities that will help us stay current with trends and tools in the AEC industry. The results for you: ideas, information and inspiration.

ALBANY: Social Media Roundtable

Is your firm toying with the idea of becoming SOCIALLY savvy? Are you having a hard time selling the need for Social Media to the owners of your firm? Jade Lemmerman, Web Support Specialist for O'Brien & Gere, will moderate our program as well as present a case study and examples of what her firm is doing in the ever-changing world of Social Media. Topics will include: pros/cons, social media policies, available tools, getting Principal buy-in, results, an interactive roundtable discussion, and more. Attendees will be given the chance to participate in the discussion to share ideas and experiences, ask questions, and hear from others in the AEC industry.

ROCHESTER: The Ins and Outs of Graphic Design

Day in and day out professional services marketers produce proposals, project narratives, firm brochures, website updates, trade show collateral and more to promote our firms. We're jacks of all trades, working to help our firms emerge from the economic downturn faced by the AEC industry. We've learned how to do more with less, how to be more creative with fewer resources, and, most of all, keep our firms, services and people in front of decision-makers in the private and public sectors. In Rochester, Bruce Kielar, Executive Vice President/Chief Creative Officer at Roberts Communications, will share ideas, answer questions, and help us understand how print and digital graphics can influence us to act, think or even feel differently.

WHO SHOULD ATTEND:

Those involved in the go/no go decision making process, those responsible for gathering additional information, those responsible for attending a walk-through, those responsible for putting proposals together, those responsible for writing proposals, those responsible for Business Development, those accountable for the marketing hit rate, and key technical staff involved in prospect pursuits.

WHEN: Thursday, May 17, 2012
11:30 a.m. Registration/Networking
12:00 p.m. Deli-style lunch Included
12:30 p.m. - 2:00 p.m. Program

WHERE:
Social Media/Albany
Offices of Ryan-Biggs Associates
257 Ushers Road
Clifton Park, NY 12065

To register for the Albany program, please visit our secure site:
https://www.123signup.com/register?id=sjvdm

Graphic Design/Rochester
Offices of Pathfinder Engineers & Architects
134 South Fitzhugh Street
Rochester, NY 14608

To register for the Rochester program, please visit our secure site:
https://www.123signup.com/register?id=sjvdk

FEE (either site):
$25 SMPS Members
$35 Non-members

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