

# The Society for Marketing Professional Services Georgia Chapter

1982-2007



Celebrating 25 Years

2006 *Striving for Excellence* Chapter of the Year

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## 2007 Corporate Sponsors:

### Gold:

Brilliance Photography  
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Repro Products

### Silver:

Gilbane Building Company  
KHAFA Engineering  
The Whiting-Turner Contracting Co.  
Urban Design Group

## Vital Stats:

### Date:

Tuesday, May 22, 2007

### Program Time:

8:00-8:30 am	Registration and Networking
8:30 am-12:30 pm	Program
12:30-1:30 pm	Lunch / Q&A

### Location:

Villa Christina  
4000 Summit Blvd.  
Atlanta, GA 30319

## Registration:

### Cost:

\$80 Members  
\$100 Non-members

Registration closes 48 hours prior to the event. All registrations after this time will be charged the non-member rate. ***Due to limited space, no walk-in registrations will be accepted for this event.***

Register online at:

[www.smps-ga.org/events/events.html](http://www.smps-ga.org/events/events.html)

**To pay by check, register online and select the "pay by check" option.**

Bring your check the day of the event or mail your check to SMPS Georgia, 1054 Redwood Drive, Norcross, GA 30093.

Payment must be received prior to entering the event. Make payable to SMPS Georgia. Individual event registrations may be canceled without penalty if the individual provides a written cancellation notice to the Chapter Administrator 48 hours prior to the event.

## Domain of Practice:

**5** Promotional Activity  
2 CEU / AIA hours



**PRESENTS**

## The Human Connection: *Bring Your Presentations to Life!*

For your business to grow, something has to happen between you and your clients on a human level. They must feel that they can trust and communicate with you, that you will listen and respond to their needs. You can make this connection each time you give a presentation, attend a meeting, network or even pick up the phone. But it doesn't come without understanding and practice. In this hands-on workshop, Carol Doscher, trainer and coach, will help you relax, be yourself and communicate your message with clarity and confidence. Through teaching, discussion, participation in theater exercises and individual coaching, you will learn to:

- Connect with your audience
- Identify and drop nervous habits
- Prepare and practice your material
- Make technical material come to life
- Use graphics and props wisely

Graceworks provides group training, personal coaching, presentation strategy, and visual and logistical guidance to clients across the country.

See next page for speaker's bios and a partial Graceworks client list.

***Join SMPS Georgia for an encore performance of one of our most popular presentations!***

## Sponsorships Now Available!

Contact SMPS Georgia at [sponsorship@smps-ga.org](mailto:sponsorship@smps-ga.org) or 404-452-9817.

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## ABOUT THE SPEAKERS:



**CAROL DOSCHER** has connected with audiences since she performed on Broadway. And it's not so far from the boards of Broadway to the boardrooms of America. Since founding Graceworks Inc. in 1995, she has trained hundreds of AEC professionals nationwide to make that vital "human connection" in sales presentations, client meetings and

lectures. Having been featured in The New York Times and on Bloomberg television, Carol also has published numerous articles on presentation skills. Prior to her current work, she marketed design and construction services for many years.



**GEOFF WEBB**, trainer and coach, is a West Point grad, professional actor, attack helicopter pilot and world traveler – a rare combination. He leverages his theater skills and leadership experience to effectively connect with people and engender trust. Working with Geoff, Graceworks clients learn to become

strong communicators and presenters.

## GRACEWORKS PARTIAL CLIENT LISTING:

*A/E Marketing Association of Alaska; Anchorage, AK*  
*Ai Architects; Washington, DC*  
*American Institute of Architects; Washington, DC;*  
*American Society of Landscape Architects (NJ Chapter)*  
*Architectural Alliance; Minneapolis, MN*  
*Assoc. Landscape Contractors of America; Charlotte, NC*  
*Association of Real Estate Women; New York, NY*  
*Beyer Blinder Belle Architects; New York, NY*  
*Build Boston (Boston Society of Architects); Boston, MA*  
*Canadian SMPS; Vancouver, British Columbia, Canada*  
*Capital Design Inc.; Washington, DC*  
*Commercial Real Estate Women; Atlanta, GA; Miami, FL*  
*CUH2A; Princeton, NJ; Chicago, IL; Atlanta, GA*  
*DesignGroup; Columbus, OH*  
*DMJM Design; New York, NY; Washington, DC*  
*Gensler; Washington, DC; New York, NY; Atlanta, GA*  
*Heery International, Inc. Marietta, GA; Adelphi, MD*  
*Hellmuth, Obata + Kassabaum, PC; New York, NY; Chicago, IL;*  
*Hillier; Princeton, NJ*  
*HKS Inc.; Orlando, FL*  
*HNTB Companies; New York, NY*  
*International Association of Lighting Designers; Chicago, IL*

*International Facility Management Association; Philadelphia, PA*  
*Karlsberger; New York, NY; Columbus, OH*  
*KCI Technologies, Inc.; Hunt Valley, MD*  
*LZA Associates; New York, NY*  
*Master Builders Association of Western PA; Pittsburgh, PA*  
*McGraw-Hill Construction; Washington, DC*  
*MD/DC Association of Higher Education Facilities Officers (MD/DC APPA); Flintstone, MD*  
*MTA Bridges & Tunnels; Randall's Island, NY*  
*National Association of Women Business Owners; McLean, VA*  
*Peace Corps; New York, NY*  
*Princeton University; Princeton, NJ*  
*The RBA Group; New York, NY*  
*The S/L/A/M Collaborative; Glastonbury, CT*  
*Society of Design Administration; New York, NY*  
*STV Inc.; New York, NY; Douglassville, PA*  
*Syska Hennessy Group; New York, NY*  
*SYSTRA Consulting Inc.; New York, NY*  
*Swanke Hayden Connell Ltd.; New York, NY*  
*U.S. Army Corps of Engineers; Ft. Worth, TX*  
*U.S. Green Building Council; Washington, DC*  
*Watson Tate Savory Architects, Inc.; Columbia, SC*