

Registration

Your Information

FIRST NAME _____		LAST NAME _____	
TITLE _____		COMPANY _____	
ADDRESS _____			
CITY _____	STATE _____	ZIP _____	
PHONE _____		E-MAIL _____	
<input type="checkbox"/> SMPS # OR <input type="checkbox"/> PSMA MEMBER		PROMOTIONAL CODE _____	

Dates & Cities

- | | | |
|---|--|--|
| <input type="checkbox"/> October 18–19, 2007
San Francisco, CA | <input type="checkbox"/> February 7–8, 2008
Houston, TX | <input type="checkbox"/> May 14–15, 2008
Columbus, OH |
| <input type="checkbox"/> November 15–16, 2007
Charlotte, NC | <input type="checkbox"/> March 6–7, 2008
Baltimore, MD | <input type="checkbox"/> June 4–5, 2008
San Diego, CA |
| <input type="checkbox"/> December 6–7, 2007
St. Louis, MO | <input type="checkbox"/> April 17–18, 2008
Atlanta, GA | <input type="checkbox"/> August 5–6, 2008
Denver, CO |

Space is limited. Registration closes two days prior to the day of the seminar.
Questions? For more information or special needs, call 800.292.7677, x228.

Registration Fees

Your registration fee includes course materials, continental breakfast, lunch, and coffee breaks.

- “A/E/C Essentials” plus “Powerful, Persuasive Proposals”**
- SMPS or PSMA Member \$795*
 Nonmember \$945*
- “A/E/C Essentials” only**
- SMPS or PSMA Member \$495*
 Nonmember \$595*
- “Powerful, Persuasive Proposals” only**
- SMPS or PSMA Member \$350
 Nonmember \$400

**Team Rate Available: Teams of three or more employees from the same company benefit from a \$100 discount on each applicable registration rate above. Team registration must be faxed to 703.549.2498.*

Total Due \$ _____

Cancellation Policy

Cancellations must be received in writing and sent to SMPS, Attn: Education, 99 Canal Center Plaza, Suite 330, Alexandria, VA 22314. The registration fee will be refunded if cancellation is received two weeks prior to the event. No registration fees will be refunded with less than two weeks' notice. A substitute may attend for no extra charge or registration can be transferred to the same event in another city within 12 months of the original event, provided SMPS is notified of the substitution or transfer prior to the start of the event. A registration can be transferred only once and fees cannot be refunded after a transfer has been made.

Four Easy Ways to Register

Online: www.smeps.org/essentials
 Fax: 703.549.2498
 Toll Free: 800.292.7677, x223
 Mail: SMPS, Attn: Education
 99 Canal Center Plaza
 Suite 330
 Alexandria, VA 22314



Payment Method

Check Enclosed (payable to SMPS) Check # _____

VISA MasterCard American Express

CREDIT CARD # _____

EXPIRATION DATE _____ SECURITY CODE _____

SIGNATURE (REQUIRED FOR CREDIT CARD PAYMENTS) _____

Dates & Cities

October 18–19, 2007 San Francisco, CA

October 18: “A/E/C Essentials”
October 19: “Powerful, Persuasive Proposals”
 Marine’s Memorial Club
 609 Sutter Street
 San Francisco, CA 94102

November 15–16, 2007 Charlotte, NC

November 15: “A/E/C Essentials”
November 16: “Powerful, Persuasive Proposals”
 Doubletree Guest Suites
 Charlotte/Southpark
 6300 Morrison Boulevard
 Charlotte, NC 28211

December 6–7, 2007 St. Louis, MO

December 6: “A/E/C Essentials”
December 7: “Powerful, Persuasive Proposals”
 Marriott Courtyard Downtown
 2340 Market Street
 St. Louis, MO 63103

February 7–8, 2008 Houston, TX

February 7: “A/E/C Essentials”
February 8: “Powerful, Persuasive Proposals”
 The Plaza Club at Downtown
 One Shell Plaza, 49th Floor
 910 Louisiana Street
 Houston, TX 77002

March 6–7, 2008 Baltimore, MD

March 6: “A/E/C Essentials”
March 7: “Powerful, Persuasive Proposals”
 Engineers Club @ The Garrett-Jacobs Mansion
 11 West Mt. Vernon Place
 Baltimore, MD 21201

April 17–18, 2008 Atlanta, GA

April 17: “A/E/C Essentials”
April 18: “Powerful, Persuasive Proposals”
 The Buckhead Club
 3343 Peachtree Road, NE
 Suite 1850
 Atlanta, GA 30326

May 14–15, 2008 Columbus, OH

May 14: “A/E/C Essentials”
May 15: “Powerful, Persuasive Proposals”
 Doubletree Guest Suites
 50 Front Street
 Columbus, OH 43215

June 4–5, 2008 San Diego, CA

June 4: “A/E/C Essentials”
June 5: “Powerful, Persuasive Proposals”
 Embassy Suites San Diego Bay
 601 Pacific Highway
 San Diego, CA 92101

August 5–6, 2008 Denver, CO

August 5: “Powerful, Persuasive Proposals”
August 6: “A/E/C Essentials”
 Hyatt Regency at
 Convention Center
 650 15th Street
 Denver, CO 80202

Bring “A/E/C Essentials” to Your Office!

Can't make it to one of these locations? SMPS will come to you! SMPS' in-house programs offer training for your staff for a fixed price. This means no time out of the office, no travel expenses, and consistent training for the entire staff. Each program can be tailored to meet your organization's needs and schedule. Call 800.292.7677, x228, for details and pricing.

A/E/C Essentials: An Introduction to Design & Construction

2007–08 SMPS Educational Series

Dates and Cities	October 18–19, 2007 San Francisco, CA	April 17–18, 2008 Atlanta, GA
	November 15–16, 2007 Charlotte, NC	May 14–15, 2008 Columbus, OH
	December 6–7, 2007 St. Louis, MO	June 4–5, 2008 San Diego, CA
	February 7–8, 2008 Houston, TX	August 5–6, 2008 Denver, CO
	March 6–7, 2008 Baltimore, MD	

SMPS National Education Sponsors



Society for Marketing Professional Services

99 Canal Center Plaza
 Suite 330
 Alexandria, VA 22314

A/E/C Essentials: An Introduction to Design & Construction



Learn Fast!

Master building industry basics and become a more valuable team player in this day-long, interactive seminar. Register today!



Who Should Attend?

- Professionals in:
- Marketing
 - Business Development
 - Administration
 - Finance/Accounting
 - Human Resources
 - Information Technology
- who are new to the design and building industry.

2007–08 SMPS Educational Series



Society for Marketing Professional Services



The Longview Group, LLC

A/E/C Essentials: An Introduction to Design & Construction

Uncover the 5 Ws of design and construction—who, what, where, when, why—in this interactive seminar designed to deliver the basics of the industry in one day.

Are you new to the design and building industry? Are you baffled by industry buzz words and jargon, interrelationships, and responsibilities? Do you want to master industry basics to improve your job performance and increase your value to your firm?

If you answered “yes” to any of these questions, then “**A/E/C Essentials**” is for you! This concentrated, one-day seminar was created exclusively for the design and building industry novice. Starting with industry basics, you will learn:

- Fundamental terminology and concepts to help you thrive in your career
- How a project emerges from a client’s need and progresses from concept to finished structure
- History and size of the U.S. construction industry
- Top professional associations and their role in the industry

A case study will be used throughout the day to tie learning to an actual A/E/C project. Interactive exercises encourage networking while reinforcing important concepts.

By the end of the day, you will understand:

- The roles of the architect, engineer, and contractor
- How clients select design/construction firms
- Project delivery systems, fees, and phases
- How projects are financed
- How technology impacts design and construction
- Broad trends and future issues of the industry
- Clients: who they are, how they differ, what they value

The registration fee includes a seminar workbook; continental breakfast, lunch, and refreshments; and 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units from SMPS.

Apply your learning on the job with these take-away resources:

- 100-page Seminar Workbook
- Bibliography and Web Site Resource List
- Glossary of Abbreviations, Industry Terms, and Acronyms
- Sample Cost Guide
- Rankings of Top A/E/C Firms
- Mathematical and Conversion Tables
- Recommended Books for Further Reading

Teams of three or more employees registering for this program are eligible for a discounted registration rate (see registration form for details). Register today!

Powerful, Persuasive Proposals

Enhance your learning experience with a one-day seminar offered the day after “A/E/C Essentials” by instructor Dr. Dennis Schrag.

Crafting winning proposals is part art and part science. This seminar provides a solid, proven system for preparing proposals that resonate with clients. Participants will learn:

- The truth about the client selection process
- How to reduce chaos in proposal development
- Why a win strategy is so important and how to develop one
- How to write a proposal that is readable
- How to sell hard in the proposal
- Production elements that make your proposal memorable

To register for this program, use the attached registration form.



Dr. Dennis Schrag

is the president of The Longview Group, LLC, a management consulting organization that provides training services nationally and internationally.

Dr. Schrag is currently on the faculty of the Henry B. Tippie College of Business at the University of Iowa and teaches a variety of MBA-level courses. Prior to joining the University of Iowa, he was the corporate marketing manager for The Stanley Group, an *ENR* 100 firm. Dr. Schrag is a Fellow of SMPS and is a trustee of the SMPS Foundation.

Agenda

8 – 8:20 am

Registration/Continental Breakfast

8:20 am – Noon

Humans, Design, and Construction

- The U.S. Construction Industry
- Owners: Who They Are

Project Development Components

- Typical Development Sequence
- Public, Industrial, and Commercial Project Factors
- How Projects Can Be Delivered
- Financing Projects
- How Owners Procure Services

Noon – 12:45 pm

Lunch

12:45 pm – 4:30 pm

Architects

- What Architects Do
- How Architects Work with Engineers and Constructors
- Architectural Firms: Size, Organization, and Specialties
- Project Phases
- How Fees Are Charged
- Ethics
- Winning Work
- Trends and Forecasts
- Green Building

Engineers

- What Engineers Do
- Types of Engineers
- How Engineers Work with Architects and Constructors
- Engineering Firm Specialties
- Project Phases
- How Fees Are Charged
- Ethics
- Winning Work
- Trends and Forecasts

Constructors

- What General Contractors Do
- Financial Issues: Cash/Liquidity, Bonding, Working Capital
- Risks: Operational, Safety, Guarantee, Code
- Phases of Construction
- Design-Builders
- Ethics
- Value Engineering
- Winning Work
- Trends and Forecasts

Construction Management Firms

- Owner’s Representative
- Construction Management: Agency
- Construction Management: At-Risk

Summary



**Earn Up to
13 CEUs!**

“A/E/C
Essentials”

and “**Powerful, Persuasive Proposals**” are each approved for 6.5 hours of Certified Professional Services Marketer (CPSM) continuing education units from SMPS.

Sign Up for a
Second Day
of Learning!
SAVE \$50:
Register for Both
Seminars!

Agenda

8 – 8:20 am

Registration/Continental Breakfast

8:20 am – Noon

Introduction:

What We Know About Persuasion

- Facts Plus Emotions Win Work
- Types of Persuasion

The Proposal Process: Management Essentials

- Proposals Are Expensive
- 12 Proposal Facts
- A Realistic Go/No-Go Matrix
- Escape from “Crisis Proposal” Mode
- Proposal Management Model
- Fast Resources (Style and Format Standards/Templates, Experience Data, Resumes, Images, Case Studies/Stories)

Identifying the Proposal Strategy Approach

- The Prospect’s Issues, Needs, Concerns, and Wants
- The Prospect’s Critical Success Factors

Noon – 1 pm

Lunch

1 – 4:30 pm

Proposal Production

- Content and Sequence
- Why Less Is Better
- The Cover
- Color, Fonts, Layout, and Paper Quality

Writing That Wins

- Guidelines to More Effective Business Writing
- Writing Style, Readability, Legibility
- Cover Letter/Executive Summary Essentials
- Features and Benefits: Words That Sell
- Words to Avoid
- Graphics, Photos, and Captions: A Hard Sell

Proposal Review and Adjustments

Wrap Up and Q&A

About the Instructor

“The seminar was very comprehensive for individuals new to the industry and those experienced in other areas who need a refresher.”