The 2017 SMPS Heartland Regional Conference (HRC) in Pittsburgh is your bridge to building skills, expanding networks and developing Architecture/Engineering/Construction industry knowledge. Bridges to Business is tailored for A/E/C professionals to learn and share marketing and business development best practices and expertise no matter your organizational role. During the 2 ½ days of networking and educational programming, attendees learn from some of the nation’s top professional services marketers.

Interested in sharing your insights and knowledge? Join us April 5-7 at the Wyndham Grand Pittsburgh and submit your speaker application now. Tracks include Marketing & Communications, Business Development, Leadership & Management, and a bonus track.

WHO WILL BE THERE?

200+
Attendees

9
Chapters
Indiana
Columbus
Michigan
Greater Cincinnati
Kentucky
Northeast Ohio
Pittsburgh
Chicago
Wisconsin

WHAT DO THEY WANT TO LEARN?

3-5
Solid, Actionable Takeaways per Session

4
Tracks

Marketing & Communications
Business Development
Leadership & Management
Bonus

WHEN IS THE DEADLINE?

Friday, July 29, 2016

Upload submissions to
http://www.smpsheartland.org/speaker-application-form/

Questions?
Katie Stern
2017 SMPS HRC Programs Chair
412-828-5500
katie.stern@amartinigc.com

Lindsay Andrews
2017 SMPS HRC Programs Co-Chair
614-212-5834
lma@kokosing.biz

Submit your proposal for a breakout session:
http://www.smpsheartland.org
call for PRESENTATIONS

Teamwork is the ability to work together toward a common vision. It is the fuel that allows common people to attain uncommon results.

– Andrew Carnegie

SPEAKER BENEFITS
Speakers who are selected to present during the 2017 SMPS Heartland Regional Conference will enjoy:

• Full-conference registration worth approximately $450, which includes all conference meals and sessions, one ticket to the opening reception on Wednesday evening, and admission to the Thursday evening event
• Reputation as an industry expert in respective specialty areas.
• Exposure to a prospective audience of 200+ A/E/C leaders in attendance
• Access to Heartland Regional members from across Illinois, Indiana, Kentucky, Michigan, Ohio, Pennsylvania, and Wisconsin
• Opportunity to build new business
• Expand your network for additional chapter and regional conference speaking opportunities
• Constructive feedback through session participants evaluation summaries

EXPECTED SPEAKER ATTENDANCE
Selected speakers are expected to provide ample time between their arrival to and departure from the conference in order to accommodate their respective presentation time. We recommend arriving to the conference the day/night before the designated presentation time and leaving late in the day following the presentation, or speakers are welcome to stay for the duration of the conference at their own expense.

PROGRAM FORMATS
Educational programs can be in one of four program formats:

• Lecture – While lectures typically consist of a speaker providing the learners with information, this format should incorporate a 10- to 15-minute question-and-answer segment to actively engage learners
• Panel Discussion – Panel discussions give attendees the opportunity to hear three to four viewpoints on a specific topic. Concluding with an extensive question-and-answer session, this format gives attendees direct access to experts. Panels are limited in size to no more than one moderator and three panelists
• Roundtable Discussion – Roundtable discussions focus around a particular topic and involve small groups of approximately eight to ten professionals. This format enables attendees to digest new concepts and share personal experiences with peers
• Workshop – Workshops are hands-on learning experiences that use group discussion, exercises, demonstrations, and case studies. Workshops typically run through two back-to-back time slots (with a break) and host about 30 to 50 attendees

SUBMISSION REQUIREMENTS
• Entries will only be accepted through the 2017 Heartland Regional Conference website, via the Speaker Application Form. Entry deadline is 5pm on Friday, July 29. Any entries received after this time will not be evaluated by the Programs Committee. Questions regarding submissions should be directed to Katie Stern or Lindsay Andrews, 2017 HRC Programs Co-Chairs

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Being good in business is the most fascinating kind of art. Making money is art, working is art, and good business is the best art.

– Andy Warhol

**TRACK 1**

**MARKETING & COMMUNICATIONS**

Success in marketing is based on attention to client needs, solid research, thoughtful strategy, well-executed tactics, and consistent measurement of the return on your marketing investment, enhancing the firm’s brand, messages, and client relationships while standing out from the crowd. This track is all about positioning your firm ahead of the curve with what’s new, up-and-coming, and effective in all things marketing from powerful messaging, amazing creativity, and stellar communications. It explores the latest trends, tools, and technologies from inside and outside the industry to ramp up the A/E/C marketing program for the future and earn marketers a seat at the management table.

**TRACK 2**

**BUSINESS DEVELOPMENT**

Effective business development directly affects the bottom line. Knowing where to find clients and projects, understanding how to narrow the focus of the opportunities to be pursued, and fostering healthy business relationships are all keys to a well-rounded and robust business development program. Sessions in this track will explore the strategies and tactics leading A/E/C firms use to dazzle and retain clients and to capture new clients—especially when the competition is intense.

**TRACK 3**

**LEADERSHIP & MANAGEMENT**

Successful A/E/C firms understand that marketing/business development and leadership go hand-in-hand. Effective leaders are able to take command of any situation. More importantly, they don’t just possess their own leadership skills but they also help others define leadership. So what is leadership?

Leadership embodies confidence, execution, success, momentum, teamwork, positivity, perseverance, enthusiasm, knowledge, perspective, control and focus. Sessions in this track will aim to help attendees develop their leadership side.

**TRACK 4**

**BONUS**

The fourth track is an intimate small group conversation facilitated by a senior industry member - preferably a Fellow or past/current National Board Member. Geared toward mid-career and senior attendees, these sessions should be loose and highly interactive. Topics may include, but are not limited to: professional development/career track advice, strategies for achieving “buy in” within a firm, new Society initiatives, etc.

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