

SCHEDULE AT A GLANCE

WEDNESDAY

PRE-CONFERENCE PROGRAMS
1:00 - 5:00 P.M.

FELLOWS FORUM: Cards Against Fellows
1:00 - 2:30 P.M.

CPSM: Strengthen Your Career
3:00 - 5:00 P.M.

CHAPTER LEADERS WORKSHOP
3:00 - 5:00 P.M.

OPENING RECEPTION: 7:00 - 9:00 P.M. - The Warhol Museum

THURSDAY

KICK-OFF & OPENING KEYNOTE: 8:30 - 9:45 A.M. - Kings Garden 4 & 5
Coloring Outside the Lines... The Bridge to Creating a New Customer Experience - Jeff Tobe

BREAKOUT SESSIONS
10:00 - 11:15 A.M.

track 1:
MARKETING & COMMUNICATIONS
LOCATION: BIRMINGHAM



Spread the Word: Content Marketing
Builds the Bridge to Success (ALL LEVELS)

track 2:
BUSINESS DEVELOPMENT
LOCATION: SMITHFIELD



You Had Me at Hello: Client Care
Programs to Turn Your Firm into the
Leading Actor (MID LEVEL)

track 3:
LEADERSHIP & MANAGEMENT
LOCATION: FT. PITT



SMPS Foundation Town Hall: Research
Outcomes for Today & Tomorrow
(ALL LEVELS)

NETWORKING LUNCH & KEYNOTE: 11:30 A.M. - 12:45 P.M.
You Say Stop and I Say Go, Go Go: Frameworks for Relentless Innovation - Meredith Meyer Grelli

BREAKOUT SESSIONS: 1:00 - 2:15 P.M.

Putting Your Message Where the Media Is
(ALL LEVELS)

NeuroSelling: How to Outsmart and
Outsell Your Competition from RFQ
through Presentation (MID - SR LEVEL)

Top 10 Strategies to Light Your Career on
Fire (MID LEVEL)

BREAKOUT SESSIONS: 2:30 - 3:45 P.M.

The End of Digital (ALL LEVELS)

Be Together, Not the Same. Bridging
the Gap Between Technical Staff and
Marketing and BD Professionals (MID - SR LEVEL)

The Butterfly Effect and Its Impact on
A/E/C Firms (SR LEVEL)

BREAKOUT SESSIONS: 4:00 - 5:15 P.M.

Feed the Beast: 5 Things Social Media Can
Tell You About the Market (ENTRY TO MID LEVEL)

Stop Leaning on the Lamppost: Making
Data More Persuasive (MID LEVEL)

Leading a Business Development Culture
Revolution (MID - SR LEVEL)

PINNACLE AWARDS DINNER: 7:30 - 9:30 P.M.

FRIDAY

MAX TALKS: 9:15 - 10:15 A.M.
Kings Garden 4 & 5

Susan Murphy: Work Like a Dog:
What We Learn from Our Canine Friends
About Success

Matt Connor: Project Positron

Paul Pita: How Being Driven by the Why
Can Make You a Better Leader

CLOSING KEYNOTE: 10:15 - 11:30 A.M. - Kings Garden 4 & 5
Bridging Business Strategy and Design - David Staley