

# **BUILD BUSINESS.™**

## **THE BOTTOM LINE**

**August 24–26, 2011  
Chicago, IL**

### **Call for Presentations**

**The bottom line: Business is on the upswing.** How do A/E/C professionals make the contacts, get the work, and continuously improve their practices to build business for their firms? **Build Business: The Bottom Line**, the 2011 SMPS National Conference, will equip attendees with the technical skills and knowledge to sell their services—as well as unprecedented opportunities to meet relevant clients with work and potentially take home business.

Typical conference attendees are principals, C-level executives, vice presidents, directors, and managers of business development, marketing, and operations with bottom-line accountability for the success of their professional services firms.

Through exposure to experts, practitioners, and peers, participants will examine the latest economic data; explore trends in business development, marketing, and management; learn how to work smarter and better to deliver extraordinary service to clients; gain knowledge to become more effective leaders in their firms; gather information to guide their firms to thrive in existing markets and gain footholds in new areas; expand their networks of valuable business contacts; and stimulate their thinking and creativity.

The Society for Marketing Professional Services (SMPS) is now accepting proposals for presentations in the following tracks for **Build Business: The Bottom Line**.

- 1. Leadership and Management**
- 2. Marketing**
- 3. Communications**
- 4. Business Development**

### **Track 1: Leadership and Management**

This track will address the critical components in the business model of a successful A/E/C practice—all of which contribute to a healthy bottom line. Sessions in this track will support the continuing business and leadership education of experienced business development and marketing professionals, as well as those looking to advance their careers in these professions.

The 2011 Conference Planning Committee is seeking sessions on or related to the following topics for this track:

- **Giving Clients Solutions to Be Successful**
- **Creating Cultural Change: How to blend cultures successfully in an acquisition environment**
- **Reinventing and Progressing in the CMO/Senior Director Role: Proactive strategies for upping your game to sit at the leadership table**
- **Recruitment/ Retention: How marketing can play a role in keeping the talented professionals with whom clients want to work**
- **Growing Your People: Assisting technical professionals to be marketing and business development minded**
- **Mentoring: What's in it for you?**
- **Human Resources: Managing multiple generations and personalities**
- **Managing from the Middle: How to be an agent of change and a leader from where you are on the food chain**
- **Measuring ROI: Utilizing Facts to Document ROI**
- **Finance, Legal, and Insurance Management Issues Impacting the Industry**

### **Track 2: Marketing**

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. **Build Business: The Bottom Line** will explore the latest trends, tools, and technologies from inside and outside the industry to ramp up the A/E/C marketing program for this new decade—and earn marketers a seat at the management table.

The 2011 Conference Planning Committee is seeking sessions on or related to the following topics for this track:

- **Putting Clients First: What do clients want and how to A/E/C firms exceed client expectations?**
- **Capitalizing on Referrals in Your Business Plan**
- **Trends in Presentations: Designers and contractors coming together to create kicka\*\* presentations**
- **Engaging Technical Staff in Marketing**
- **Presentation Coaching Innovations**

- **Gaining Credibility at Work: How to earn peer/management respect and buy-in—and how to keep it**

### **Track 3: Communications**

*What's hot AND effective* in communications in the A/E/C industry and beyond? From the sessions in this track, professional services marketers can glean practical lessons and insights that will result in powerful messages, outstanding creativity, and stellar communications with clients and media—ultimately enhancing the *firm's* brand, messages, and client relationships.

The 2011 Conference Planning Committee is seeking sessions on or related to the following topics for this track:

- **Social Media: How to integrate it into a comprehensive communication plan**
- **Social Media versus Print Media: Comparing the impact**
- **The “Next Big Thing” After Facebook**
- **Twitter Strategy**
- **Public Relations: Evolving Trends**
- **Green Communications: New ways to get messages out with a smaller carbon footprint**
- **The Hottest Graphics: How other industries are taking graphics to the next level in client communications**
- **Creativity: Get an Infusion!**

### **Track 4: Business Development**

Effective business development tracks directly to 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 in a well-rounded, robust business development program. Build Business 2011 will explore the strategies and tactics leading A/E/C firms use to dazzle and retain clients—and capture new clients—especially when the competition is intense.

The 2011 Conference Planning Committee is seeking sessions on or related to the following topics for this track:

- **Fostering a Business Development Culture in an A/E/C Firm**
- **Engaging Technical Staff in Business Development**
- **Asking the Client for the Job**
- **Communicating Between Primes and Subs**
- **Making Alternative Project Delivery Options Available for Clients—BD's Role**
- **Positioning the Firm to Pursue Alternative Delivery Projects**
- **Examining Innovative, Unorthodox Sales Methodologies: Case studies inside and outside the design and building industry**

- **Applying Lessons Learned: How do other industries capture business? Applications for the A/E/C Industry**
- **Gathering Competitive Intelligence**
- **Managing Client Relationships**
- **Maximizing the CRM Database**
- **Defining Sales Processes**
- **Measuring Business Development Performance and ROI (Metrics)**
- **Structuring the Business Development Program: The Latest BD Tools**

## **New in 2011**

Speakers are asked to include an element of interactivity in their session plan (examples: five minutes of networking at the beginning of the session, Q&A at the conclusion of the session).

The Conference Planning Committee also recommends that speakers provide attendees with a tool they can take away or an exercise that immediately reinforces the primary learning objectives of the session.

## **Speaker Benefits**

Speakers who are selected to present during Build Business enjoy:

- The reputation as an industry expert in their respective specialty areas
- Exposure to a prospective audience of 1,000 A/E/C leaders
- The opportunity to build new business for their companies
- A full-conference registration (worth approximately \$1,000)
- Invitations to special VIP receptions to network with association leaders, industry media, sponsors, and peers
- Potential invitation to join the SMPS Speaker Database (based on attendee evaluations)
- Potential speaking opportunities with SMPS chapters

## **Continuous Learning Philosophy**

The association's programs enable the membership and the A/E/C community-at-large to engage in a life-long learning process in which they are challenged, stimulated, and respected for their professional and personal experiences. SMPS believes learning is a progression, not just the transfer of information from an expert to another individual.

To uphold this philosophy, SMPS actively seeks speakers who possess these key qualities:

- **Command of Subject Matter:** Each speaker is chosen based on his or her expertise in a specific content area.

- **Willingness to Teach:** While command of the subject matter is essential, it is not the entire picture. Speakers should enjoy teaching and be willing to put forth effort to create a memorable learning experience for the participants.
- **Effective Interpersonal Skills:** The ability to read and react to audiences is a prerequisite for a good communicator. Effective speakers and moderators are most concerned with what the audience is learning.
- **Effective Listening Skills:** Good listeners use reflective listening techniques before responding to a question from the audience. This ensures that the speaker or moderator understands what is being asked and is validating to the learners that they are being heard.
- **Use of Sound Instructional Methods:** People learn more when they are actively involved. SMPS asks that all speakers and instructors find ways to increase learner involvement.
- **Willingness to Improve:** Speakers will receive feedback based on evaluations from the participants, audience comments, and observation.

## Writing Learning Outcomes

In preparing their proposals, presenters are asked to provide learning outcomes for the session they are proposing. Learning outcomes are statements that specify what learners will know or be able to do as a result of a learning activity. These encompass knowledge, skills, or attitudes. Learning outcomes accomplish the following:

- Focus on behavior that needs to be changed.
- Serve as guidelines for content, instruction, and evaluation.
- Identify specifically what needs to be learned.
- Convey to the learner exactly what needs to be accomplished.

Learning outcomes are truly learner-centered, observable, measurable actions by the learner. Learning outcomes contain three elements: 1) who is to perform, 2) what actions they are to take, and 3) a result to be achieved.

A sample learning outcome would be:

### **Attendees will identify the elements of an effective press release.**

(who)            (action)            (result)

It is important to use action verbs when writing learning outcomes. Some of the most common verbs used are:

define	summarize	create
describe	demonstrate	explain
identify	examine	generate
write	interpret	develop
distinguish	use	discuss
analyze	prepare	explain
differentiate	interpret	

## **Conference Recording**

In order to make the valuable information from Build Business accessible to members who cannot attend the conference, Build Business educational sessions may be audio recorded and made available for purchase on CD-ROM and/or via the Web after the conference. This is an excellent opportunity for our presenters as it expands their exposure to a greater audience.

**Submission of a proposal in response to this RFP requires your acceptance of this requirement and conveys your permission to record your session if the Conference Committee selects it.**

## **Executive Summary**

The executive summary contributes to the body of knowledge on professional services marketing and management and assists conference attendees in applying the information learned during Build Business. It also provides attendees with additional information when they are creating their conference itineraries.

Executive summaries may be published in SMPS publications with prior notification of and credit to the author.

**Each speaker selected is required to submit a 1,000-word executive summary on his or her topic by June 6, 2011.**

## **Submitting Your Proposal**

All proposals for the 2011 National Conference must be submitted electronically via the Build Business Online Abstract Submission System. **Proposals are due by 5:00 pm ET on September 17, 2010. Proposals will NOT be accepted after this date.**

The submission process is managed entirely in an online environment. Upon accessing the system, you will be guided through each step of the submission process. You may exit and enter the abstract submission system as many times as needed to edit and complete your proposal.

**Note: If your proposal advances to the second round of session selection, you will be required to submit a three- to five-minute video that demonstrates your presentation style. The video will be viewed by the Conference Planning Committee as part of the vetting process. You will be contacted with additional directions for submitting a video.**

Participation as a presenter in Build Business is voluntary. In recognition of a presenter's contribution of time and effort, a complimentary full-conference registration is awarded to presenters whose proposals are accepted. However, each presenter remains responsible for his or her own expenses (travel, lodging, etc.).

*Call for Presentations for the 2011 SMPS National Conference ([www.buildbusiness.org](http://www.buildbusiness.org))  
Society for Marketing Professional Services ([www.smps.org](http://www.smps.org))*

Please visit this URL to access the Online Abstract Submission System and submit a presentation proposal for Build Business:

**<http://precis.preciscentral.com/User/UserLogin.asp?EventID=0d0fd7c6>**

**Questions?**

Please contact SMPS National Education Director Mark DellaPietra with any questions about this process.

Phone: 800.292.7677, x228

E-mail: [mark@smps.org](mailto:mark@smps.org)

**Deadline**

**Proposals must be received by 5:00 pm ET on September 17, 2010.**