

## Agenda & Schedule

### Wednesday Apr. 6

Time	Topic
12:00-5:00 pm	Registration
1:00-2:00 pm	Leadership Forum
2:00-3:45 pm	Panel & Welcome Program  <b>Money, Money, Money Panel</b> <i>Moderated by Nelsie Henning-Sweeney   WNB Architects</i> <i>Panelists: 3 TBD</i>
5:30-7:00 pm	Welcome Reception
7:00 pm	Dinner on Your Own

### Thursday Apr. 7

Time	Topic
7:30-8:30 am	Registration & Breakfast
8:30-10 am	Opening Keynote  <b>Break the Achievement Addiction: Diminish Stress by Redefining Success on Your Terms</b> <i>CJ McClanahan</i>
10:00-10:30am	Break and Visit with Exhibitors
10:30-11:45am	Breakout Sessions  <b>Marketing</b> <b>How Market Research Can Influence Your Strategy</b> <i>Sarah Kinard   The Flamingo Project</i>  <b>Business Development</b> <b>Hi-Viz Leadership: Business Development Through Speaking, Community and Content</b> <i>Jennifer Szambecki   Hutton</i>

	<p><b>Leadership</b> <b>Marketing Like Silicon Valley: How Agile Methods Improve Operational Effectiveness</b> <i>Craig Park, FSMPS, Assoc.   Craig Park Consulting Group</i></p>
12:00-1:15 pm	Lunch with Fellows Forum
1:30-2:45 pm	<p><b>Breakout Sessions</b></p> <p><b>Marketing</b> <b>Don't Have a Database? Learn How to Automate Your Content with Spreadsheets – Even Project Sheets, Org Charts and Resumes With Photos</b> <i>Julie Shaffer, CPSM   Shaffer Creative LLC</i></p> <p><b>Business Development</b> <b>How Not to Suck at Networking</b> <i>Ashley Owens   Ashley Assists, LLC</i></p> <p><b>Leadership</b> <b>Reshaping the CEO</b> <i>Donna Corlew, FSMPS, CPSM   C*Connect</i> <i>Frank Lippert, FSMPS, CPSM   GO Strategies, LLC</i></p>
2:45-3:15 pm	Break and Visit With Exhibitors
3:15-4:30 pm	<p><b>Breakout Sessions (and Exhibitor Tear-Down)</b></p> <p><b>Marketing</b> <b>Driving Growth With Digital Marketing: 10 Steps to Create a Digital Marketing Program</b> <i>Lindsay Diven, CPSM   Full Sail Partners</i></p> <p><b>Business Development</b> <b>How to Use Neuroscience, Client Personas and Empathy Mapping to Stand Out</b> <i>Sarah Kinard   The Flamingo Project</i></p> <p><b>Leadership</b> <b>Change-Proofing Your Marketing Department: How to Take Back Control of Your Time and Prevent Burn-Out</b> <i>Allison Tivnon   Middle of Six</i></p>
5:30-8:30 pm	Dinner and Cocktails

**Friday Apr. 8**

Time	Topic
7:30-8:30 am	Breakfast
8:30-9:45 am	<p><b>MAX Sessions</b></p> <p><b>Stop Pivoting, You Are Making Me Dizzy</b> <i>Jan Flesher, PMP   Flesher Marketing Infrastructures</i></p> <p><b>A Farm Kid's Journey to A/E/C Marketer</b> <i>Donna Corlew, FSMPS, CPSM   C*Connect</i></p> <p><b>Specializing in Doing It All</b> <i>Christina Beaird, CPSM, LEED Green Associate   Professional Engineering Consultants</i></p>
9:45-10:00 am	Break
10:00-11:15am	<p><b>Keynote Session</b></p> <p><b>The Four (and a Half) Steps to Unlocking Passion and Overcoming Mediocrity</b> <i>Danielle Gray   DG Marketing Company</i></p>
11:15-11:30 am	Door Prizes and Closing