

Day	Time		Location		Title	Speaker(s)	Sponsor
W	1:00 - 4:15PM	Pre-Conference Workshop	The Record, South	All Pre-Conf TICKETED		Zweig Group	Zweig Group
W	5:00 - 7:00PM	Welcome Reception	The Ledger Bar & Terrace	All			Terracon / Garver
TH	8:00 - 8:30AM	Breakfast	The Record	All			
TH	8:30 - 9:00AM	Opening Welcome	The Record	All	Laneshift Presentation	Jane Ziegler	
TH	9:00 - 9:10AM	Title Sponsor Welcome Statement	The Record	All		OpenAsset	
TH	9:10 - 10:40 AM	Opening Keynote	The Record	All	Applied Curiosity: The Hidden Power Behind Breakthrough Ideas	Carla Johnson	
TH	10:40 - 11:00AM	Morning BREAK					
TH	11:00AM - 12:00PM	Breakout Session 1	The Record A	Marketing	Project Storytelling for AEC Firms: Winning Proposals, Presentations, and Award Submissions	Steven Gallo	
TH	11:00AM - 12:00PM	Breakout Session 1	The Record B	Business Development	The ROI of Relationships: How to Follow Up with Purpose and Precision	Duncan Robertson & Brian Sielaff	
TH	11:00AM - 12:00PM	Breakout Session 1	The Ledger	Leadership		Carla Johnson	
TH	12:15 - 1:30 PM	Lunch w/ C-Suite Panel Discussion	The Record	All	TBD	TBD	
TH	1:30 - 1:45PM	After Lunch BREAK					
TH	1:45 - 2:45PM	Breakout Session 2	The Record A	Marketing	Beyond charts and graphs: Inspiring action with data storytelling	Tully Mahoney	
TH	1:45 - 2:45PM	Breakout Session 2	The Record B	Business Development	Connect With Confidence: Networking for Every Personality	Dan Purschwitz & Jennifer Wasinger	
TH	1:45 - 2:45PM	Breakout Session 2	The Ledger	Leadership	The Career (R)evolution: Preparing AEC Marketers for the Next Decade of Work	Kelli Kramer & Rohan Jawali	
TH	2:45 - 3:15PM	Afternoon BREAK					
TH	3:15 - 4:15PM	Breakout Session 3	The Record A	Marketing	Beyond the Proposal: How Pursuit-Driven Editorial Planning Shapes Selections	Katie Cash	
TH	3:15 - 4:15PM	Breakout Session 3	The Record B	Business Development	Most Expensive Day Ever: Why Experience Trumps Everything	Kelly Riggs	
TH	3:15 - 4:15PM	Breakout Session 3	The Ledger	Leadership	Trailblazing Talk: Coaching Tech Teams to Speak Human	Barbara Shuck	
TH	4:15 - 6:30PM	Dinner *on your own!					
TH	7:00 - 9:00PM	Themed Party	The Record	All	TBD		Benchmark Group / Walter P. Moore
F	8:30 - 9:00AM	Breakfast	The Record	All			
F	9:00 - 10:30AM	All-attendee Workshop	The Record	All	Emerging Trends in AEC Marketing	SMPS Foundation	
F	10:30 - 10:45AM	Morning BREAK	The Record				
F	10:45AM - 12:15PM	Closing Keynote	The Record	All	TBD	Andy Core	
F	12:15 - 12:30 PM	Closing Remarks & Door Prizes	The Record	All		Gabe Lett	