

BB21 PROGRAM SCHEDULE

ALL SCHEDULES
ARE BASED
ON EASTERN
DAYLIGHT TIME.

MONDAY

AUG 2

TRANSFORMATION SESSIONS

(on-demand)

Watch these 45–60 minute sessions at your own pace, on your own time.

- Don't be a Boss, Be a Jedi Servant (*Omar Harris*)
- Staff Marketing Programs for a New Age (*Ellen Armour*)
- Interpersonal Effectiveness: Get What you Want and Need (*Gabe Lett*)
- Everyone Has a 7 Figure Story if it's Well Crafted (*Jimmy Nelson*)
- Helping Your Team Manage Through Change (*Cynthia Farrell*)
- The Neuroscience of Buy0In: Keeping Marketing & Technical Staff Talking (*Natalie Bradshaw*)
- Leading, Motivating & Self-Managing Through Adverse & Ambitious Times (*Steve Gavortorta*)
- Repurposing Content Isn't Lazy! Become a Better Steward (*Jennifer Lerner & Christina Beaird*)
- Finance & Marketing: Partnering for Success (*Ralph Picano and Tom Brzezinski, moderated by Donna Jakubowicz*)
- Impact Through Marketing & Business Development Integration (*Carla Thompson*)
- Navigating Through Organizational Change (*Sallyann Hulick*)
- Cultural Inheritances Are Powerful (*Uniqueka Walcott*)
- Resilience: 5 Steps to Make the Impossible Possible (*Ben Nemtin*)
- CMO Leadership: Building a Marketing/ BD Team for the Future (*Danielle Feroleto*)
- Stop Asking for Copy & Start Interviewing! (*Cricket Robertson*)
- Writing for the Win (*Carrie Stallwitz*)
- DAM You Need This (Digital Assessment Management) (*David Lipsey*)
- Understanding Economic Cycles, Funding Sources, and Policy Implementation in Our Firms (*TBD*)

EXPO HALL!

Wednesday, Aug 4

Visit the Expo Hall & Speed Networking Lounge!

- 11:45 PM
- 4:30-5:30PM

Thursday, Aug 5

Visit the Expo Hall between your sessions!

- 1:45–2:00 PM
- 3:15–3:30 PM
- 4:15–4:30 PM
- 5:15–5:30 PM

Friday, Aug 6

Start your day at the Expo Hall & Speed Networking Lounge!

- 12:00-12:45 PM

TUESDAY AUG 3

1:00–4:00 PM

- ARRIVAL EXPERIENCE
 - Navigating Your Experience
 - Business Transformed Through Marketing Leadership (SMPS Business Meeting)
 - Economic Update (Industry Economist) (*TBD*)

WEDNESDAY AUG 4

Noon–12:45 PM

- **MAX KEYNOTE & BB2021 COMMITTEE & SOCIETY LEADERS: THE POWER OF CONNECTION (*Kai Kight*)**

1:00–1:45 PM

- Speed Networking

2:00–2:30 PM

- Focus Forward Sessions LIVE (Concurrent Sessions)
 - The Interculturally Competent Leader (*TBD*)
 - Lessons Learned from Branding: Smaller Focused Firms (*Emily Hall & Xylia Buros*)
 - CEO Perspectives: Deep Foundations for Resilience & Sustainable Growth (*David Beinett*)
 - Best Practices in Corporate Responsibility (*Adeeb Khan*)
 - Internal Marketing & Culture (*Dana Galvin-Lancour & Ryan Maibach*)

2:45–3:15 PM

- Focus Forward Sessions LIVE (Concurrent Sessions)
 - Disrupt Yourself: Marketing BD Disruptors from the Inside Out (*Kelly Thompson & Melissa McDougall Jones*)
 - More Than a Mentor: How Sponsors Accelerate Success (*Eileen Scully*)
 - Inclusion Starts with Me! (*Kim Pipkin*)
 - You Are Not A Victim: Take Control of Marketing Mindset (*Bernice Rios Bako*)
 - Leveraging Your Community to Help Build Your Brand (*Susan Brown*)

3:30–4:00 PM

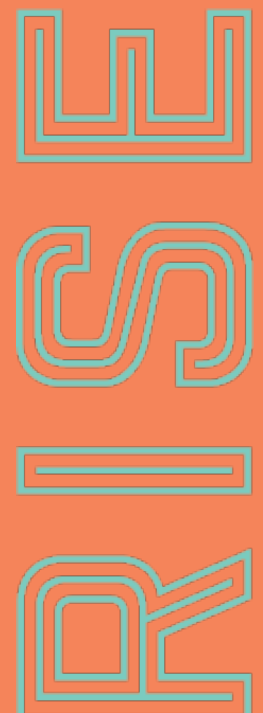
- Focus Forward Sessions LIVE (Concurrent Sessions)
 - How Buildings Influence our Environment (*Angel Dizon—from the State Department*)
 - Getting the Most of our Mentoring Relationship (*Alicia Aniz*)
 - How Market Research Can Influence Your Strategic Plan (*Sarah Kinar*)
 - Bridges to Prosperity (*Brandy Bertram & Yoxara Floras*)
 - The Future of PR: Yesterday, Today, Tomorrow (*Hinda Mitchell*)

4:00–4:30 PM

- **MAX TALK**
 - Resilience: Making the Impossible Possible (*Ben Nemin*)
 - Finding Our Pinnacles Beyond Life's False Peaks (*Leah Boltz*)

4:30–5:30 PM

- Guided Networking



THURSDAY AUG 5

Noon–12:45 PM

- KEYNOTE SPEAKER | BENDING THE CURVE: TOOLS TO UNLOCK ORGANIZATIONAL GROWTH (*Bonin Bough*)

1:00–1:45 PM

- MCA AWARDS PROGRAM

2:00–3:15 PM

- MLive Sessions (Concurrent Sessions)
 - The Impact of BD Planning and Accountability on Firm Growth (*Joy Guinn moderating panel discussion*)
 - CEO Panel: Why Purpose Driven Firms Thrive (*Tim Steigerwald, Messer Construction Co., Eric Keen, HDR, & Matthew Schottelkotte, GBBN*)
 - C-Suite Panel: Navigating Crisis & Change (*Ron Wathen, QK Inc., Steve Margaroni, Psomas, & Rick Andritsch, VJSCS*)

3:30–4:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
 - Managing a Crisis: The Importance of Communication (*Krystal Paisley & Monica Mosure*)
 - How to Use Employee Generated Video To Move Your Business Forward (*Elena Valentine & Jennifer Stanton*)
 - Understanding Accessibility from Proposal to Deliverables (*Dax Castro*)
 - Health Optimization: The Powerhouse for Building Personal & Professional Resilience (*Tara Kinsella & Victoria Hatch*)
 - Is Your Content Delivering Results? A Content Marketing Master Class (*Ida Cheinman*)

4:30–5:15 PM

- Skills Acceleration Labs (Concurrent Sessions)
 - How Project Management Professional (PMP) Principles Can Transform Marketing (*Kristi Bigelow & Faith Perez*)
 - Perfect the Professional Bio Statement (*Xylia Buros*)
 - How To Create Engagement In Virtual and Hybrid Meetings (*Cathy Hutchinson & Craig Jassen*)
 - Timing is Everything: Managing the Communication when a Principle Retires (*Reagan Branham*)
 - Refresh Your Feed: The Ultimate Digital Toolkit (*Meagan Camp*)

7:00–8:00 PM

- EVENING OF EXCELLENCE AWARDS PROGRAM (EOE)

8:00–9:00 PM

- Afterparty Entertainment

FRIDAY AUG 6

Noon–12:45 PM

- Guided Networking

1:00–2:15 PM

- Hackathons
 - Leveraging Your CRM as an Effective Business Tool (*Courtney Kearney*)
 - Candid Conversations: Are you ready to talk? (DEI focus) (*Kevin Coleman*)
 - Interview Innovation: From Common to Compelling (*Rob Langejans*)
 - Collaboration Platforms: What they are and what they're good for (*Bethany Smith & Jen Newman*)
 - So You Want To Develop a Client Experience Program: Where Do I Begin? (*Blake Godwin & Steven Keith*)

2:30 –3:30 PM

- MAX TALK AND CLOSING CONFERENCE REMARKS (*Kai Kight*)

3:30 –4:00 PM

- FAREWELL CELEBRATION (Entertainment)