

2021 CPSM Forum Agenda

June 29, 12 – 2 p.m. ET

Welcome (12 p.m.–12:10 p.m. ET)

*Kim Thompkins, FSMPS, CPSM, Director of Proposals, Cumming Corporation, 2020-21 SMPS HQ
Board of Directors At-Large Director*

Opening Keynote | TBD (12:10 p.m.–12:30 p.m. ET)

Lenny Beaudoin, Global Leader Workplace, Design, and Occupancy, CBRE

Breakout Sessions (12:30 p.m.–1:30 p.m. ET, inclusive of 10 min. break

Coaching Technical Staff To Develop Relationships

Moderators:

*Kenda Salisbury, FSMPS, CPSM, Business Development, Degenkolb Engineers
Michelle Yates, APR, FSMPS, EDAC, Director of Marketing, Lawrence Group*

Description:

Have you been tasked to coach technical staff to develop relationships and need some guidance? This breakout session will share tips for getting started, creating individual plans, and engaging team members. In addition, we'll discuss types of training programs and hear what's been successful and challenging for other marketers and business developers.

From SEO to Social Media: Digital Marketing Strategies and Technologies for the A/E/C Buyer Journey

Moderators:

*Andrea Goodwin, FSMPS, CPSM, Director, Communications, BGE, Inc.
Alethea O'Dell, FSMPS, CPSM, Chief Marketing Officer, Northland Control Systems
Fawn Radmanich, FSMPS, CPSM, Marketing & Communications Manager, PCL Construction Services Inc.*

Description:

The marketing world is dynamic and ever-changing. Trends, technology, and tactics are never stagnant and 2020 was a wake-up call for digital transformation. It's now clear to businesses of all shapes, sizes, and industries that embracing digital marketing is key to survival.

Whether you have a thriving digital marketing strategy or are testing the water, this session will explore best practices and trends of SEO, content marketing, social media, video and email marketing, lead generation, advertising, marketing technology, and more. Our presenters will share ways to reach our employees, partners, and clients—and connect with them.

Leveraging Your CPSM To Elevate Your Career

Moderators:

Brandy Little, FSMPS, CPSM, ACC, CEO, Brand DNA Advisors

Shiloh Swanson, FSMPS, CPSM, Senior Principal, Strategic Sales Manager, Stantec

Description:

Professional and personal growth and development are key to career advancement. Learn how others have leveraged the CPSM designation, how to tap into the benefits it offers, and how to become your greatest advocate! In this session, participants will learn and share lessons learned, success stories as well as how others have developed clear career paths in the industry.

Prepositioning Teams To Win Strategic Pursuits

Moderators:

Mindy Hinsley, FSMPS, CPSM, President, Hinsley Collective, LLC

Paula Ryan, FSMPS, CPSM, Marketing Director/Business Development Manager, Schooley Caldwell Associates

Myrna Wagner, FSMPS, CPSM, Vice President, Business Development, Swinerton Management & Consulting

Description:

This breakout session will share best practices utilized by small, medium, and large firms to establish client relationships, solidify capture planning, and enhance the proposal writing process for a higher winning probability.

Our panel of veteran business development and marketing professionals will focus on the vital steps necessary to position teams for the win. They'll discuss how to establish and maintain client relationships, the key components to cover in a capture plan, and the importance of crafting win themes and tailoring a proposal that speaks to the client.

Insights on Client Relationship Development

Moderators:

Laurie Buckman, FSMPS, CPSM, Vice President, Business Development Director, Middough

Terry Caywood, FSMPS, CPSM, Director of Marketing | Engineering & Technology, NV5

Beth Harris, F.SAME, FSMPS, CPSM, Vice President, Business Development, Versar, Inc.

Description:

Strong and trusting relationships lead to effective business development results. These relationships develop over time and through consistent and intentional behaviors and effective communications. In this breakout session, the presenters will share insights, best practices, and case studies that illustrate the value of building lasting client relationships.

Winning as the Underdog: Developing a Pipeline of Work for a New Market or Service

Moderators:

Tim Klabunde, FSMPS, CPSM, Principal, Marketing Director, Timmons Group

Chris Rickman, FSMPS, CPSM, Business Development Officer, Nabholz

Nancy J. Usrey, FSMPS, CPSM, Strategic Pursuit Director – Design Build, HNTB

Description:

We all love it when the underdog wins, but we don't always enjoy being the underdog. Learn the

secrets to winning as you acquire work in a new market or expand into a new service. Our team of SMPS Fellows will facilitate a discussion that helps you think through the decision to expand, manage expectations, and plan for success. Topics will include: assessing the strategic risk; developing a business plan that aligns with your firm's five-year goals; finding and leveraging opportunities to fill the pipeline, and achieving ROI.

Closing | Your Action Plan (1:35 p.m. – 2 p.m. ET)

Kim Thompkins, FSMPS, CPSM, Director of Proposals, Cumming Corporation, 2020-21 SMPS HQ Board of Directors At-Large Director

We'll conclude with the importance of certification and how we can increase our value to our firms and elevate our profession. All CPSM participants will receive an action plan to act as a guide.

Airmeet | Networking/Happy Hour (5 p.m. – 6 p.m. ET)

Join your CPSM peers at 5 p.m. ET for a virtual networking/happy hour and be ready to mingle. Switch tables when you please to keep the conversations going. [Register now](#).