

RISE Above and Immerse Yourself in YOU

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Build Business 2021: RISE Conference
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Sitting down to write this article about the amazing experience that will be Build Business 2021, I couldn't help but think back to how we got to today. Though conference planning officially started back in October 2020, the seeds of inspiration were first planted on March 13, 2020—the day the world started closing down and everything changed due to COVID-19.

While most people were hunkering down, professional services marketers were entering one of the most demanding, challenging, and vital seasons of our careers. Communications, connections, brand positioning, and business development became the lifeboat for our companies—it was our time to shine. We got creative, we got innovative ... we got to work!

When the conference committee began planning, we realized we had an obligation to help SMPS members learn from each other—to make lemonade out of that lemon of a year. And if there was anyone who could do that, it was this group of people: Jen Newman, FSMPS, CPSM; Wally Hise, P.E.; Donna Jakubowicz, FSMPS, CPSM; Michele Raftery; and Whitney Watson, CPSM. We were motivated to create a relevant, inspiring, and motivating experience worthy of your time and money.

First, it was important for Build Business to be an immersive experience. As much as we all wished we could be together in person, it just wasn't in the cards. But the committee and staff of SMPS have worked tirelessly to create an experience unlike any virtual event you've attended.

Second, we wanted to focus on content designed specifically for YOU. It's been a tough year for many, so the committee worked to plan content that highlights innovations, positive outcomes, and lessons learned that we can put into action in 2021.

What's in Store?

The result is Build Business RISE, a personal, immersive, and energizing experience that lasts longer than the scheduled three days. Our content focus is on-trend and curated with input from members and past Build Business attendees.

Most important, it's designed to complement your learning and working styles, no matter what they are. What does that mean?

- A new virtual platform to guide you through your conference journey
- Multiple opportunities to connect with your colleagues in both formal and informal ways
- On-demand content, as well as livestreaming
- Seven different types of programming, varying in length (15 minutes to 75 minutes, and everything in between):

- MAX: Market.Act.eXchange™ talks
- One powerful keynote by a true marketing guru
- Transformation sessions
- Focus Forward sessions
- Skill Building labs
- M Live! panels
- Hackathons

Additionally, snack-sized content will be sprinkled throughout the next several months. There'll be additional content from SMPS members, Build Business attendees, our keynote and MAX speakers, and a few fun surprise guests.

The moral of this story? You don't want to miss this experience! I guarantee you'll come away feeling more **R**esilient, more **I**mpactful, **S**tronger as a person and a marketer, and knowledgeable about how we can support and grow **E**quity in our businesses. And quite frankly, we have some really inspirational stuff for everyone. See you in August! ■



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