



## Build Your World: Build Business 2019

By Gavin Parr

I remember the excitement of receiving my first LEGO™ building set. With vivid imagination in hand, I couldn't wait to build something incredible with those colorful bricks of limitless inspiration and creativity.

Today, no matter where you fall in the spectrum of your professional life, from entry-level marketing coordinator to the most senior-level principal or business development manager, shouldn't the way you build your career feel no less inspiring?

Join us at this year's Build Business conference in Washington, D.C., from July 31 to August 2, and feel the excitement mount as you learn to:

- Build Yourself
- Build Your Firm
- Build the World

This three-day conference in one of the most beautiful and historic cities in the country will help you maximize your personal skills, your team's capabilities, and, ultimately, your company's business. With more than 40 sessions, there's something for everyone, no matter your level of experience.

Here's a sampling of what's in store.

### Wednesday, July 31

Day One interactive sessions will focus on coaching and professional development to help you build essential skills that can advance your career. That evening, hear the opening keynote speaker Amy Sandler. She'll illustrate the steps needed to realize your purpose and optimize your performance through mindfulness, results-oriented communication, and resilience training.

### Thursday, August 1

Day Two's sessions will teach you how to leverage marketing and business development to build strong, profitable businesses. Speakers will focus on revenue generation, problem solving, branding, marketing, business development, leadership strategies, and measurement metrics. And MAX: Market.Act.eXchange returns again to the main stage to bring you inspirational presentations.

### Friday, August 2

Finally, on Day Three, you'll be encouraged to think outside the box, using new tools, awareness, and vision to build your business for the next level of success. From content development and application to presentation skills to process mapping and prototyping,



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learn how forward-thinking marketing leaders are adapting strategies to benefit their companies. Attend the concluding keynote by Duncan Wardle, one of the world's most highly acclaimed innovation speakers in a can't-miss session on igniting a culture of innovation and creativity within your company.

In addition to the breakout sessions and keynotes, check out the following workshops designed to bring fun, knowledge, and excitement to your career.

### **M-Live! (new this year)**

Have you ever thought it would be exciting to attend a live talk show? Now's your chance! These new talk-show-style panel discussions will guide you through the intricacies of attracting the best and brightest talent, guiding your company to greater success via lessons learned from

leadership stars. Attend sessions to help you take your business to the next level with cutting-edge technology, break into the difficult federal market, and harness the skills of your technical and marketing staff to create a powerful, unstoppable team. Audience participation in these discussions is highly encouraged.

### **Digital Skills Lab**

Learn tips and tricks from the pros. These hands-on learning workshops will elevate your skills in InDesign, Photoshop, Excel, Google Analytics, basic photography, and video production. Space is limited, so sign up early. Computers will be provided where necessary during the workshops.

### **Mind Exchange**

These small, intimate group discussions will provide a fun and lively venue in

which to learn what business challenges other professionals have faced and how they solved those challenges. Two pop-up sessions will be offered, allowing attendees to choose the topic! The sessions will be facilitated by accredited marketing and business development professionals.

### **MAX on the Main Stage**

MAX: Market.Act.eXchange® is back! A conference favorite, these creative 15-minute talks will showcase industry leaders who share their stories about innovation, leadership, networking, and successful professional relationships.

### **Sunrise Networking**

On Thursday and Friday mornings, network for an hour with other business professionals in an informal, relaxed atmosphere during Sunrise Networking. Just like the title says, these events will take place at sunrise—6 a.m. to be exact! Enjoy morning yoga or a fun-run with other like-minded individuals and make friendships and connections that will last a lifetime.

### **Knowledge Hall**

During the conference, peruse the Knowledge Hall to educate yourself outside of the formal events of the sessions. Sponsors and exhibitors will be on hand to provide information and assistance on interesting and timely marketing and business development topics. You'll also see the winning entries from this year's Marketing Communications Awards and Striving for Excellence programs.

We're very excited about this year's conference! As one of the premier resources for training and ideas for SMPS and the A/E/C industries, Build Business 2019 will offer an outstanding and diverse program of speakers and topics to expand your professional horizons, no matter where you are in your career. Visit our website at [buildbusiness.org](http://buildbusiness.org) to register and receive conference updates. We hope to see you there! ■