



Society for Marketing  
Professional Services  
Alaska

# Business Development & Marketing HACKATHON

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## WHEN

Thursday, April 5, 2018

## WHERE

Dena'ina Center  
600 W. 7th Avenue  
Anchorage, AK 99501

## HOW MUCH

Early Bird Rate through  
March 23, 2018:

Individual:

\$190 (member)

\$240 (non-member)

Last Chance  
Registration: March 24  
through April 2, 2018:

\$250 (member)

\$300 (non-member)

Group Rate (min. of 3):  
\$120 (members)  
\$170 (non-members)

## CONTACT

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**hack** [hak]; *noun*; an easy-to-implement tool to improve business practices

### Check-In & Registration

11:00 am – 11:30 am

### Innovative Technology Keynote Panel (lunch included)

11:30 am - 1:00 pm

Local experts discuss how new technology can impact AEC Business Development (BD) practices during our keynote lunch. Speakers include representatives from Alaska Aerial Media, The Chariot Group/Strive Group and PDC Engineers' Virtual Reality experts. Speaker will describe their technology, and how it has evolved into the BD realm. They will answer a few questions about the intersection of their technology and BD and, in the spirit of the "hackathon," provide clear take-aways on how their technology can assist BD.

### Track 1: BUSINESS DEVELOPMENT HACKS

#### You Had me at Hello: Mastering Presence for First Impressions in Marketing | Dean Hyers of SagePresence

1:15 pm - 2:45 pm

You only have one chance to make a great first impression. This session helps you master your poise under pressure amidst the awkwardness and discomfort inherent in stepping out of your comfort zone to forge new relationships productively.

#### Leveraging BD Efforts to bring in Profitable Business | Tim Gallagher of HDR, Michael Fredericks of RIM Architects/RIM First People, Joe Jolley of Cornerstone General Contractors and Jen Payne of DOWL

3:00 pm - 4:30 pm

Whether you're a new or seasoned business development or technical professional, this session will strengthen your BD skills and explore effective solutions to challenging BD situations. Led by seasoned AEC practitioners with responsibility for bottom-line contractual results, you will learn skills, tactics and tools necessary to develop and maintain successful BD program or strategy to build profitable business for your firm.

#### Networking Event | Bernies' Bungalow Lounge

5:00 pm - 7:00 pm

Join us for drinks, appetizers and conversation!

### Track 2: MARKETING/OFFICE HACKS

#### So Many Choices, So Little Time: Apps, Websites and Tools for PR & Marketing Pros | Kathy Day, APR, President of Kathy Day Public Relations (KD/PR Virtual)

1:15 pm - 2:45 pm

Quip, Shake, Stencil, Anymail and Expensify. You may not have heard of any of these tools, but as a PR or Marketing professional, you might benefit from using them. It seems like there is a new app, tool or website coming out every week, so how is a communications pro to keep up? Kathy Day will give an overview of dozens of tools worth trying, most of which are completely free. Participants will go home with a list of "must-have" tools, some helpful websites for work and a few tools that just make life a little more fun.

#### Winning AEC Interviews: Strategizing of Message and Approach | Dean Hyers of SagePresence

3:00 pm - 4:30 pm

Preparing for an interview can be like herding cats. This session explores how to build a strategy for an interview so you can differentiate your firm, make it about the client instead of you, adapt to complex selection committee personalities, and craft a unique approach, format and tone to bring confidence to your team that you can rise to the challenge with a plan.

