

2020 - 2021 Calendar of Events



Alaska

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<p>MIX Session - Story Workshop <i>September 3</i> - Then What Happened? How to Create a “Lessons Learned” Story - Judy Straalsund (Graceworks)</p> <p>Government Client Panel <i>September 15</i> - Discussion on how COVID-19 has affected contracting procedures</p>	<p>MIX Session - Knowledge is Revenue: How to Conduct Killer Marketing Research <i>October 1</i> - Ida Cheinman (Substance151)</p> <p>Tea & Technical Staff <i>October 20</i> - Breakout discussions on how marketing and technical staff can work together</p> <p>CPSM Study Group Kick-off <i>October 9</i> - Hear from SMPS Alaska CPSMs on why they pursued certification</p>	<p>MIX Session - How to Create a Seller-Doer Culture in Your Firm <i>November 5</i> - Deirdre Gilmore, FSMPS, CPSM (TankGirl Marketing)</p> <p>Managing Client Relationships in Virtual World <i>November 17</i> - BD/Client Relationship Management in social distance/ Virtual environment</p>	<p>Holiday Break</p>
JANUARY	FEBRUARY	MARCH	APRIL
<p>MIX Session - Your Digital Strategy <i>January 7</i> - Meagan Camp (The Modern Take)</p> <p>Borough Client Panel <i>January 19</i> - Discussion regarding changes in business due to reduced travel, upcoming projects, and current policies/procedures</p>	<p>MIX Session - Strategic Planning in an Age of Uncertainty <i>February 4</i> - Donna Corlew, FSMPS, CPSM (C*Connect)</p> <p>Alaska Economic Outlook <i>February 16</i> - Neil Fried - Annual economic outlook presentation with updates relevant to AEC industry</p>	<p>MIX Session - Marketing Planning <i>March 4</i> - Carla Thompson, FSMPS, CPSM (Elevate Marketing Advisors)</p> <p>Ideas are Easy. Execution is Tough. Learn Accountability Tactics to Implement and Execute your Ideas. <i>March 16</i> - Jen Newman, FSMPS, CPSM (Elevate Marketing Advisors)</p>	<p>MIX Session - Finance 101 <i>April 1</i> - What Marketers Need to Know for Career Success - Chris Rickman, FSMPS, CPSM (Apex Business Strategies)</p> <p>Virtual Workshop Series: Influence in Action <i>April 13, 15, 20 (90 mins each)</i> - Jon-Robert Tartaglione (Influence 51)</p>
MAY	JUNE	JULY	AUGUST
<p>MIX Session - Topic TBD <i>May 6</i></p> <p>May Program - TBD</p> <p>Member Spring Fling <i>Date TBD</i> - Membership Mixer</p>	<p>MIX Session - Topic TBD <i>June 3</i></p> <p>June Program - TBD</p>	<p>Summer Break</p>	<p>Summer Break</p>