



LUNCH SPONSORS:



**Document Solutions®**



BREAKFAST SPONSOR:



Wednesday, March 27  
The Intercontinental Hotel  
New Orleans, LA

Hosted By



## WORKSHOP AGENDA

7:30 – 8:30 AM  
Breakfast & Registration

8:30 – 8:45 AM  
Welcome, Board, & Committee Remarks &  
Overview of the Day

8:45 – 10:00 AM  
Keynote Speaker: "Steal the Show: How to Advocate Your Best  
Ideas"  
Rachel Sheerin

10:00 – 10:15 AM  
Break

10:15 – 11:45 AM  
Roundtable Session One: (3) 25 Minute Sessions  
Use Your Own Social Media to Elevate Your Impact and Bring  
in Business  
Waiving Your Freak Flag: How to be Authentic & Professional  
Copy & Content for Blogs, Newsletter, Website  
Speak From the Heart: Public Speaking  
Search Engine Optimization or SEO  
How to Plan for Success on Social Media  
The Domains of Practice + The CPSM

11:45 – 12:00 PM  
Break

12:00 – 1:00 PM  
Lunch

1:00 – 2:30 PM  
Roundtable Session Two: (3) 25 Minute Sessions  
(Same Topics as Session One Above)

2:30 – 2:45 PM  
Break

2:45 – 3:45 PM  
Keynote Speaker: "Network Like You Mean It"  
Julie Couret | 7602 Coach

3:45 – 4:00 PM  
Closing Remarks

4:00 – 6:00 PM  
Networking & Cocktail Reception

## SPONSOR BOARD

### LUNCH SPONSORS



### BREAKFAST SPONSOR



## UPCOMING SMPS EVENTS

### APRIL

April 4 New Orleans Luncheon  
Ralph's on the Park  
Diversity in A/E/C Panel  
Panelists:  
Iam Tucker, ISLI Engineering  
Lauren Marshall, Woodward Design + Build  
Joseph Barker, Stantec  
Moderator: Rachel Harris

April 16 Education: Webinar with Renee  
Arrington on Social Media:  
Highlighting Generational  
Communications and Reputation  
Management

### MAY

May 22 Baton Rouge Luncheon  
Ruffino's Italian Restaurant

### JUNE

June 26 New Orleans Luncheon  
Ralph's on the Park

### JULY

July 24 Big Build Event hosted by SMPS  
Southeast Louisiana  
Joint Organization Panel Lunch

### SPONSORS

#### FOUNDING SPONSOR:



#### ANNUAL SPONSORS:



## ABOUT THE SOCIETY FOR MARKETING PROFESSIONAL SERVICES (SMPS)

The Society for Marketing Professional Services (SMPS) is a community of marketing and business development professionals working to secure profitable business relationships for their A/E/C companies. Through networking, business intelligence, and research, SMPS members gain a competitive advantage in positioning their firms successfully in the marketplace. SMPS offers members professional development, leadership opportunities, and marketing resources to advance their careers.

SMPS is the only organization dedicated to creating business opportunities in the A/E/C industry. Companies tap into a powerful national and regional network to form teams, secure business referrals and intelligence, and benchmark performance. SMPS was created in 1973 by a small group of professional services firm leaders who recognized the need to sharpen skills, pool resources, and work together to build their businesses.

Today, SMPS represents a dynamic network of 6,500+ marketing and business development professionals from architectural, engineering, planning, interior design, construction, and specialty consulting firms located throughout the United States and Canada. The Society and its chapters benefit from the support of 3,700 design and building firms, encompassing 80% of the Engineering News-Record Top 500 Design Firms and Top 400 Contractors.

SMPS's mission is to advocate for, educate, and connect leaders in the building industry. SMPS's vision is Business Transformed through Marketing Leadership. The core purpose of the society is to enrich knowledge and advance practices that build business for professional services firms. The core values that guide the behavior of SMPS are Innovation, Integrity, Life-long learning, Relationships, and Service.

## SMPS SELA BOARD



Whitney Watson, CPSM  
Digital Engineering & Imaging  
President



Alexis Vigier  
AOS Interior Environments  
President-Elect



Tina Lagarde  
Salas O'Brien  
Past-President



Brandi Johnson  
Thunder Marketing  
Treasurer



Amanda Price, CDT  
Amanda Price Events  
Secretary



Britton Grush  
Ryan Gootee Construction  
Director-At-Large



Fannie Marcotte-Bennett  
Buchart Horn, Inc.  
Director-At-Large



Marie Schexnaydre, MBA  
Volkert  
Director-At-Large



Leah Temple  
Hargrove Engineers + Constructors  
Director-At-Large

## SMPS SELA CHARITY



Each term, the President-Elect selects a local charitable organization or non-profit to form a community partnership with SMPS SELA. Together, our chapter provides a variety of resources including monetary and supplies donations as well as volunteer hours to the selected organization throughout the year. The 2018-2019 community partnership is with Start the Adventure in Reading (STAIR) (stairnola.org). Since its founding in 1985, STAIR has made a difference in the lives of more than 7,500 second-graders from Orleans, Jefferson, Plaquemines, St. Tammany and Tangipahoa parish public elementary schools.

Over the past 33 years, hundreds of community volunteers have donated their time and talents to serve as reading tutors, testers and workday helpers. Despite Hurricane Katrina and a re-organized public school system, the STAIR program has maintained its preeminence as one of the most effective children's literacy programs for students, parents and guardians, family members, teachers and principals in the New Orleans area.

Start The Adventure In Reading's overall mission is to improve the reading skills and self-esteem of lower elementary school students. With your help we can make a world of difference in the futures of children across New Orleans. SMPS SELA participates in book drives, fundraising, and volunteer events with STAIR. Please contact Alexis Vigier for more information.

## LETTER FROM THE PRESIDENT



### Letter from the President

Welcome to the 2019 Making Big Moves Marketing Workshop, hosted for the first time at the Intercontinental Hotel. The SMPS Southeast Louisiana Board and all of the special events committees have worked diligently over the last year to bring our members and guest valuable, relevant and inspiring education and events. The Marketing Workshop committee has done a fantastic job planning today's speakers and education topics. Each year we thoughtfully plan an enjoyable day of networking and education for our attendees. Much of the material you see delivered today is a result of member requests through surveys and brainstorming sessions throughout the year. We are constantly evolving as a chapter and look forward to providing continued content and education for professionals in various career fields and career levels.

Historically, this workshop has been a key event for the SMPS Southeast Louisiana Chapter. We thank you for your participation and hope that you enjoy the information shared today.

Thank you to everyone involved in planning the Marketing Workshop this year. Thank you for joining us! Sit back, take notes, and enjoy the day!

Sincerely,

Whitney Watson

SMPS SeLA President

## WORKSHOP PLANNING COMMITTEE



Elizabeth Wright  
REI Promos  
Committee Chair



Amanda Price  
Amanda Price Events



Trinity M. Bergeron  
VergesRome Architects



Britton Grush  
Ryan Gootee Construction



Amy Savoie  
Dash Lumber



Rachel Harris  
30|90 Marketing

## KEYNOTE SPEAKERS



Keynote Speaker: "Steal the Show: How to Advocate Your Best Ideas" by Rachel Sheerin

Rachel Sheerin is an international speaker and trainer who is on a personal mission to help people sell more, be happy and define success on their own terms!

Featured in Inc. Magazine, This Week in Weddings, Lodging Leaders and more, Rachel's training clients include dynamic sales teams, hospitality and event companies, conference meeting planners and driven business owners and organizations that want their employees to be happier and more successful.

Companies and business owners seek out Rachel to help boost sales and energy in their team and profits, using professional behavioral assessments and real-life hospitality experience to make training fun, engaging and effective. Rachel currently serves as International Director of Education and Programs for WIPA, is a Certified Professional Behavioral Analyst, lives in Charlotte, NC and takes her margaritas on the rocks.

Keynote Address: In this interactive, high energy program, we'll take a look at a proven system for identifying behaviors of others to create instant connection, sincere trust & more cooperative and profitable relationships.

This program is perfect for anyone looking to grow their sales, improve team communication & understanding, increase their client base, & have deeper, meaningful relationships.

In this session, attendees will walk away knowing...

- How to identify yourself and others behavior profiles
- How to create quick, deep, meaningful connections
- How to increase your joy at work and in life

Domain 6: Management



Keynote Speaker: "Network Like You Mean It" Julie Couret

Julie Couret is an Executive Coach with her management consulting firm 7602 Coach. Known for her engaging training methodology and topical subject matter, Julie is a favorite guest trainer and speaker for leaders across the country. When she is not coaching managers, Julie is active on several boards in the Greater New Orleans Area, hosts a weekly Executive Coaching segment on WWLTV's "Great Day Louisiana", is a Nola Moms Blog Contributor, is co-host of the podcast The Purse Chronicles, and creates new content daily for her various social media platforms.

Keynote Address: Delivered by the Jefferson Chamber of Commerce 2018 Entrepreneur of the Year Julie Couret doesn't network for a living, she lives to network. Learn how to leverage meetings, socials, LinkedIn, and more to TRULY build a network that is mutually beneficial. Julie breaks it down from how to strike up small talk to building rapport over that first cup of coffee. It's not sales. It's authentic connecting.

Domain 3: Client and Business Development

## SMPS DOMAINS OF PRACTICE

1. **MARKETING RESEARCH:** Marketing research is executed to gather, record, and analyze data related to marketing a firm's services. The data can be used to identify and define marketing opportunities; generate, refine, and evaluate marketing actions; monitor marketing performance; and forecast trends.

2. **MARKETING PLANNING:** The marketing plan serves as a map to define a firm's market prospects and key market characteristics. The plan should include marketing goals and strategies to ensure successful direction to the team, as well as information on how marketing budgets and efforts should be spent.

3. **CLIENT AND BUSINESS DEVELOPMENT:** Business development involves relationship building with current and prospective clients, often prior to a request for proposal. Through interaction with the client, development activities may include calls, visits, correspondence, social media, referrals, and tradeshow.

4. **PROPOSALS:** Proposals are prepared in response to a specific solicitation where the project and scope of work are identified. Proposals can include general firm information, relevant projects, a technical project approach, and key staff résumés.

5. **PROMOTIONAL ACTIVITY:** This undertaking includes all forms of communications and inbound/ outbound marketing. Some examples include advertising, direct mail, web site, social media, brochures, presentations, special events, public relations, and press releases.

6. **MANAGEMENT:** Management involves coordinating the efforts of staff and/or consultants to accomplish marketing goals and objectives. Using available resources, management effectively plans, organizes, staffs, and directs projects of an organization or firm.

Domains of Practice noted by each topic.

## ROUNDTABLE DISCUSSION TOPICS



"Waiving Your Freak Flag – How to be Authentic & Professional (and have fun!)" by Rachel Sheerin

Dress up. Be casual. Fake it till you make it. Authenticity is best. In a world with more mixed messages than a Tinder profile, this roundtable peels back the layers of shoulds, what-ifs and have-tos to uncover how authenticity can shine through in a professional way.

We'll discuss what the impact and benefits are of being yourself in a faux-reality world and why being yourself can lead to a happier, stress-free life that you love - doesn't that sound great?

Domain 6: Management



"Use your Own Social Media to Elevate Your Impact & Bring in Business" by Julie Couret

Speed train in high-impact roundtables with Influencer Julie Couret. Julie built her brand as a respected Executive Coach and Entrepreneur and will be hosting laser coaching conversations to show how you can leverage and manage your own personal social media to attract more clients, build your brand presence, and grow your network...all in an authentic and natural way.

Domain 1: Marketing Research



"Copy & Content for Blogs, Newsletter, Website" by Chavanne Cazayoux Debataz

Join Chavanne Cazayoux Debataz, CEO and Lead Copywriter for Cazayoux Creative as she gives you tips for writing great copy on your website, blogs, ads, and more! You'll understand how to write for humans and how to make your audience understand your message, brand and take the action you want!

Domain 5: Promotional Activity



"Speak From the Heart: Public Speaking" by Laurie Guillame

What are two of the major rules of thumb when speaking before an audience? Know your topic and 'speak from the heart'. This roundtable will focus on delivering powerful and impactful presentations. No matter what the topic, if you own your material and deliver from the heart with passion you will grab the audience and keep them engaged.

Domain 4: Proposals



"Search Engine Optimization or SEO" by Mary Lachapelle

Search Engine Optimization (SEO) refers to techniques used to improve your search engine results page (SERP) ranking organically. Simply, SEO increases your visibility to your target audience. If you're looking to drive visitors to your site without investing a small fortune on Google Ads, this round table discussion is for you. We will dive into the must-knows of SEO from the basics to today's best practices. Join us to learn more about how domain authority, keyword and content relevance can be leveraged to drive traffic to your site. Already SEO savvy? We will explore how Google's latest broad core update, Florida 2, may affect your SERP ranking.

Domain 2: Marketing Planning



"How to Plan for Success on Social Media" by Andre Savoie

Are you struggling to manage social media for your business? Not sure what to post, how often, or which platforms to use? Andre Savoie of High Level Thinkers provides social media consulting & management for dozens of businesses ranging from big to small and will walk you through the process they use for making your social media presence stand out and generate revenue for your business. This roundtable discussion includes how to choose which platforms you need, creating content, how frequently to post, tools & hacks to save you time as well as advertising on social media sites.

Domain 5: Promotional Activity



"The Domains of Practice + The CPSM" by Whitney Watson

You've heard the acronym CPSM and perhaps a mention of The Domains in an edition of Marketer or one of our chapter events, but what the heck are they and why are they crucial to your professional development in the AEC industry? This roundtable discussion will focus on identifying what the SMPS Six Domains of Practice are and how they form the foundation of SMPS's certification program. Whitney will also share her experience in preparing for the CPSM exam, the continuing education required to maintain the designation, and how it has contributed to her success at her firm and in our industry.